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Business units earn Achievement Awards for FY11 results

The following IDG business units were recipients of the FY11 Chairman's Achievement Awards. Winners receive an engraved silver plate and a personal note from IDG Chairman ***Pat McGovern****.*

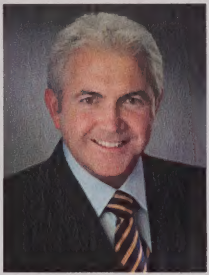
IDG U.K. Managing Director ***Kit Gould***

IDG Syndication and Networks CEO ***Pete Longo***

Greatest increase in total company profit margin
Winner: IDG U.K. — 4.7%
Runners-up:
IDG India — 4.6%
IDG Enterprise — 2.6%
IDG Switzerland — 2.5%

Highest total company profit margin
Winner: IDG Connect — 24.6%
Runners-up:
IDG International Publishing Services — 19.2%
IDG Enterprise — 17.1%
IDG World Expo — 14.4%

Highest percentage increase in online revenue
Winner: IDG TechNetwork (U.S.) — 31.3%
Runners-up:
IDG U.K. — 27.4%
IDG Hungary — 18.5%
IDG Germany — 15.4%



IDG Connect CEO ***John O'Malley***

Highest percentage increase in page views
Winner: IDG India, PC World Online — 146.2%
Runners-up:
IDG Netherlands, Computerworld Online — 126.8%
IDG India, ChannelWorld Online — 94.5%
IDG Germany, IDG TechNetwork — 90.0%

IDG India CEO ***Louis D'Mello***

Highest percentage increase in unique visitors
Winner: IDG India, PC World Online — 160.4%
Runners-up:
IDG Netherlands, Computerworld Online — 137.6%
IDG Germany, IDG TechNetwork — 129.7%
IDG Sweden, Miljoaktuellt Online — 129.5%

Highest percentage increase in revenue per visit
Winner: IDG Sweden, TechWorld Online — 78.8%

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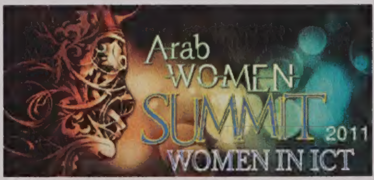
IDC holds first Arab Women Summit in Morocco

Key message: technological empowerment of women can fuel economies

With the aim of laying the groundwork to increase the use of information and communication technology (ICT) by Arab women in the Mideast and northern Africa, IDC spearheaded a new conference last month. The Arab Women Summit: Women in IT was held Dec. 6-7 in Rabat, Morocco, organized by IDC Middle East and Africa and the Islamic Education, Scientific and Cultural Organization (ISESCO).

"Conceived as a tool for stimulating and supporting strong cooperation between women in the technology, political and social sectors by providing a framework for development, The Arab Women Summit broke new ground, not only for IDC but for the region as a whole, as we look to drive home the message that the technological empowerment of women can fuel thriving economies, spurring both productivity and growth," said IDC North Africa Country Manager **Ouafa Kathir**.



IDC Middle East and Africa Graphic Designer ***Rajmohan Ramdoss*** *created the highly stylized logo for the event.*

While significant steps have already been taken to enhance the role of women in Arab society, such as measures to ensure their participation in politics and the wider decision-making process, there remains considerable room for improvement, Kathir noted. "When considering the use of new ICT tools and media or active participation in the development of such technologies, Arab women remain a minority. Indeed,

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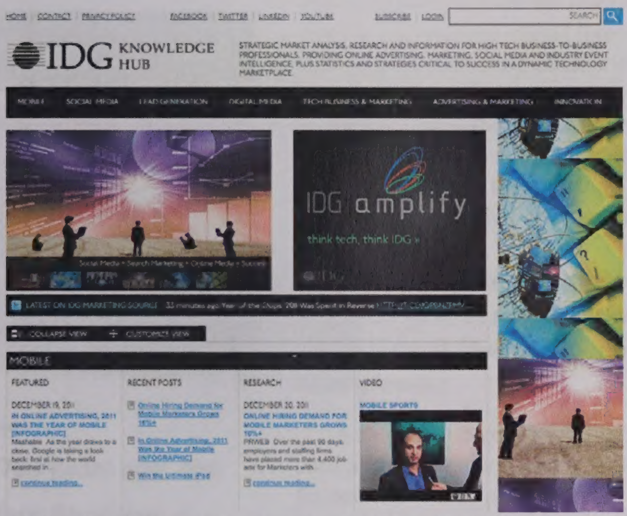
Knowledge Hub redesign aimed at enhancing engagement

Having outgrown its original design, both from an aesthetic and functional standpoint, IDG Knowledge Hub (www.idgknowledgehub.com) recently unveiled its first redesign since it launched in 2008.


HOME | CONTACT | PRIVACY POLICY
FACEBOOK | TWITTER | LINKEDIN | YOUTUBE
SUBSCRIBE | LOGIN
SEARCH
IDG KNOWLEDGE HUB
STRATEGIC MARKET ANALYSIS, RESEARCH AND INFORMATION FOR HIGH TECH BUSINESS-TO-BUSINESS PROFESSIONALS. PROVIDING ONLINE ADVERTISING, MARKETING, SOCIAL MEDIA AND INDUSTRY EVENT INTELLIGENCE, PLUS STATISTICS AND STRATEGIES CRITICAL TO SUCCESS IN A DYNAMIC TECHNOLOGY MARKETPLACE
MOBILE
SOCIAL MEDIA
LEAD GENERATION
DIGITAL MEDIA
TECH BUSINESS & MARKETING
ADVERTISING & MARKETING
INNOVATION
Social Media • Search Marketing • Online Media • Success
IDG amplify
think tech, think IDG »
LATEST ON IDG MARKETING SOURCE
COLLAPSE VIEW
CUSTOMIZE VIEW
MOBILE
FEATURED
RECENT POSTS
RESEARCH
VIDEO
DECEMBER 19, 2011
IN ONLINE ADVERTISING, 2011 WAS THE YEAR OF MOBILE [INFOGRAPHIC]
continue reading...
DECEMBER 20, 2011
ONLINE HIRING DEMAND FOR MOBILE MARKETERS GROWS 10%
continue reading...
MOBILE SPORTS

IDG Knowledge Hub is an online resource center that provides information and advice for U.S. technology marketers and agency professionals.

Knowledge Hub is an online resource center that provides information and advice for U.S. technology marketers and agency professionals while promoting a dialogue with this important target group aimed at keeping IDG as their go-to marketing partner.

"Our goal is to be a resource for tech marketers and agency buyers and give them tools to do their jobs better," said **Teresina Cardamone**, senior digital marketing manager with IDG Strategic Marketing Services (SMS). "We wanted to create a site that was more accessible to our audience. We found that although we were able to bring users to Knowledge Hub, we weren't seeing the engagement we wanted — having users consume multiple pieces of content, spend more time on the site, etc."

SMS wanted to create a site that would let users find the content they are looking for easily and would suggest similar content based on users' previous content searches.

The SMS team also wanted a refreshed and reorganized site with a more modern feel from the previous version and worked with IDG Research Services to survey users about what content should stay, change or be added.

As a result, Knowledge Hub content is now presented by both category and type, as that was how visitors were searching for content. "Originally, we sorted all content by type — blog, video, events, research and news," Cardamone said. "Now we sort by category and then by content type. For example, the mobile category features mobile-related news, research, blogs, video, recent posts and events." Other categories on the site include social media, lead generation, digital media, tech business and marketing, and advertising and marketing.

Knowledge Hub is also designed to educate its marketing and agency audience about IDG's products and services, which can be found in the site's innovation category. Promotions for IDG products and services also appear in the main categories, i.e., an Mobile@IDG ad will appear in the mobile section, an IDG Connect ad will appear in the lead generation section, etc.

"Our products and services are threaded throughout — and in the top and bottom navigation bars as well — but IDG Knowledge Hub is not intended to be a promotional site as much as a resource site," Cardamone said.

The site's new design also offers more visual elements. "Articles, research and blogs can now draw users in with an image instead of just a headline," Cardamone noted. "We also have videos that feature subject-matter experts from IDC, IDG Connect and marketers, plus research abstracts from IDC and IDG business units and blog entries from IDC and [IDG Global Solutions President] **Matt Yorke**."

In the past year, Knowledge Hub has logged 48,000 site visits, according to Google Analytics. With the new beta site, "we switched to Omniture but haven't fully implemented it into the site to gather analytic data," Cardamone said. "Omniture will allow us to dig deeper into our audience's behavior. Based on what content they find most vs. least popular we can determine whether this is because they are more interested in one topic vs. another or if the content isn't easy for them to find. With these analytics we can improve our audience's experience."

Visitors to Knowledge Hub can explore the entire site and read posted content, but to download any content they must supply their e-mail address. Armed with that information, Cardamone said SMS can track those visitors' activites on the site, but at this time they have no plans to use the site as a lead-gen tool, though that may change in the future.

Cardamone said she considered CMP's Create Your Next Customer site (http://createyournextcustomer.techweb.com/) to be Knowledge Hub's closest competitor.

"Like IDG Knowledge Hub, it provides news, video, blogs, events and research to help tech marketers do their job better. We deliver content differently — category vs. type — and we feature fewer promotional materials."

Contact Teresina Cardamone at teresina_cardamone@idg.com. WU

Design syncs with advice to clients

IDG SMS Senior Digital Marketing Manager **Teresina Cardamone** sought several redesign proposales and selected Franchise Studios to design and build the site with input from IDG Global Solutions President **Matthew Yorke** and IDG SMS Director, Communications and Marketing Programs **Howard Sholkin**. "We wanted a design that would carry us through the next few years with a registration system to capture more user behavior and use a platform (Wordpress) that could easily be maintained," Cardamone said.

"It's important we practice what we preach," Yorke added. "The site needed to reflect the modern, clean design that we advise our clients to use. We integrate social media and personalization in our marketing programs, and it was important that Knowledge Hub be socially integrated and personalized based on visitors' preferences."

one on one the interview

Stephen Minton
IDC's VP of Worldwide Markets and Strategies is this week's columnist. Reach him at sminton@idc.com.

"Ten years ago, the Black Book was a demonstration of IDC's presence in so many markets and geographies. Now it's much more than that, representing our company's up-to-date and constantly evolving view of real-time trends in more than 50 countries, helping our clients to make business decisions in a fast-moving economy where last year's report is a lifetime ago and tomorrow's forecast is the key to success or failure."

Q What is IDC's Black Book, and what's involved in putting it together?

A The IDC Worldwide Black Book is a flagship product which, since the 1980s, has aggregated market sizing and forecasts from around the world in order to arrive at our overall forecast for the growth of the worldwide information and communications (ICT) industry. It's a truly global, collaborative effort that incorporates the work of hundreds of individual analysts every quarter. It's a perfect example of a strong IDC product that wouldn't exist if not for the strength of our analyst coverage around the world.

Q Can you provide an overview of the global IT market growth rate over the past year and which technologies and countries are seeing the most growth?

A Last year was mostly a strong one for IT spending, with a few exceptions. The economic slowdown in Europe was a drag on investment in that region in the second half of the year, and the PC market hit a few bumps in the road, but emerging markets continued to post stellar growth (especially China and India). The U.S. IT market remained pretty stable, thanks to strong spending on enterprise software, mobile devices (smartphones and tablets) and storage. Worldwide IT spending was up by around 7% in constant currency or more than 10% in U.S. dollars. Historically, that's not a banner year for the industry — growth was stronger in 2007, prior to the financial crisis — but given the uncertainty in the wider economy, it underlined the continuing importance of IT to businesses and consumers.

Q Which regions of the world are most at risk of a downturn in 2012, and where do you see the opportunity for the strongest growth?

A The biggest risks are in Western Europe, where the slowdown in the overall economy and declining business confidence is already dragging down IT investment levels. Some European countries are likely to enter recession in the first half of the year, and this will inevitably have some impact on the IT market. If the European single currency unravels, things could get even worse and create a global recession impacting other regions, too.

On the plus side, there hasn't been any slowdown yet in emerging markets where IT penetration levels are still much lower than mature economies. IT spending is still going gangbusters in places like China, India and Brazil. There are risks associated with those markets, too, but emerging economies are now the real engine for growth in the global IT industry.

Q What is the criteria needed for a market to be added to the Black Book?

A In addition to being our benchmark for the total size and growth of the global ICT industry, the Black Book is also designed to represent IDC's research strengths and coverage around the world, so the main criteria for adding a new market is having sufficient coverage in every geographic region. We're currently working with all regions to update the Black Book taxonomy in 2012, adding markets such as feature phones, PC monitors, consumer devices and cloud services. Already in 2011, we added tablets and e-readers to the Black Book.

Q Do IDC's competitors have a similar product? How is IDC's distinctive in the market?

A Our competitors do, of course, publish reports that attempt to size and forecast the global ICT industry. Our main advantage, however, is the same one that separates IDC from its competitors in general and which makes the Black Book such a strong flagship for demonstrating this strength: the quality of our analysts in every geographic region. The Black Book forecasts aren't compiled centrally by U.S.-based analysts but are a true compilation of the knowledge and work we have in more than 50 countries around the globe and the translation of that knowledge into a standardized, consistent overall forecast. This means that when our clients have questions about the Black Book data, we can provide excellent support by reaching out to our colleagues in every corner of the world for the crucial information that explains the market trends, drivers and assumptions. It also means that clients have a lot of respect for the quality of our country-level data and understand that IDC's investment in our global network of analysts is a key differentiator from many of our competitors. As a result of this, Black Book renewal rates and client satisfaction have been extremely high throughout the last decade.

Q What are the key end-user trends you see for 2012?

A End users are still investing heavily in mobile devices, storage and data analytics (including what everyone is now calling "Big Data") and, of course, the evolving adoption of more cloud-based computing. Managing the constant increase in

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Arab Women Summit

continued from page 1

while many Arab women use ICT for both work and play, very few make it their profession, and it is this considerable anomaly that was addressed during the summit."

The event provided a platform for diagnosing shared development challenges and catalyzing development solutions with the aim of driving increased gender equity regarding ITC. It aimed to encourage the development of dialogues, processes, programs and policies based on the best expertise available.

In addition to ISESCO, the other eight partners recruited for the event included Dell, Intel, the WorldBank, the Center for Arab Women Training and Research and several associations, including the United Nations Development Program and the U.N.'s Economic and Social Commission for Western Asia.

The 480 attendees — 73% of them women — included representatives from universities, IT vendors, women's associations, gender experts, ICT experts, professional associations and other nongovernmental organizations (NGOs). More than half of the attendees were from Morocco, followed by Europe and Tunisia, with representatives from 11 other countries in the region. Admission was complimentary, supported by partner contributions.

IDC Middle East and Africa Program Director/Verticals ***Mark Walker*** *(second from right) spoke about successful projects and programs that empower women in IT.*

IDC staff worked for more than five months to build a substantive agenda, create 14 panels and invite high-level speakers from throughout the Arab region, Europe and the U.S., among them inspirational female entrepreneurs, pioneering academics, respected ICT thought leaders and representatives from the region's most influential NGOs. Speakers addressed a range of gender-related issues to highlight the various educational, cost and social barriers that prevent many of the region's women from enjoying the level of access to technology that their male counterparts take for granted.

IDC representatives were IDC MEA Regional Managing Director **Jyoti Lalchandani**, who chaired the opening session and moderated the panel related to Arab programs in ICT and gender equity challenges, and IDC MEA Program Director/Verticals **Mark Walker**, who presented IDC's vision on the skills required in the market and examples of successful projects and programs that empower women in IT. Walker and Kathir also moderated the closing session and Summit recommendations.

(L-R): IDC Middle East and Africa Office Manager ***Bheban Kewalram****, IDC MEA Conference Manager* ***Shabana Mahadiwala*** *and IDC North Africa Country Manager* ***Ouafa Kathir****.*

"The impressive profiles of the attendees motivated our partners to support the next edition and our co-organizer to fund both the next edition and the action plan as well," Kathir said.

Based on the discussions and recommendations at the inaugural Summit, the 2012 action plan also includes an IDC research program to further examine the gender gap existing in IT and, together with other partners, additional advocacy events, workshops and an ICT glossary in French, Arabic and English that will be used by the educational institutions across the Arab region.

Despite the institutional and societal barriers that women in IT face, Kathir said IDC did not encounter any negative pressures as it developed the conference. "Overall, everyone appreciated the initiative and tried to help us," she said.

Write to okathir@idc.com.

Ongoing initiatives

According to IDC North Africa Country Manager **Ouafa Kathir**, the main focus for the Arab Women Summit's iniatives in 2012 will be in three areas:

Arab women and ICT innovation. Arab women need to be supported in entrepreneurial development, in small and large enterprises, as a means to promote their involvement in innovation.

Gender perspective and budgeting in ICT policies in Arab countries. In order to encourage the application of a gender perspective in national IT policies, it is necessary to promote the input of Arab women into IT policy-making at all levels, establish performance monitoring and evaluation mechanisms to access effectiveness and impact.

Quality of teaching materials for Arab women and girls. The lack of ICT textbooks, adequate materials, interesting and relevant curricula that tend not to portray women as active learners and facilities that spark students' interests are obstacles to good performance.

More contributors

In addition to the IDC Middle East and Africa staff mentioned in the main article, others who assisted with the Arab Women Summit included Business Development Manager **Gaurav Sabhawal**, Associate VP **Ronita Bhatacharjee**, Conference Project Manager **Deepa Ahuja**, Conference Manager **Shabana Mahadiwala** , Office Manager **Bheban Kewalram** and Graphic Designer **Rajmohan Ramdoss**.

Chairman's Awards

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Runners-up:
IDG India, Computerworld India — 76.4%
IDG Spain, Macworld Online — 74.5%
IDG Spain, iWorld Online — 61.6%

*IDG Sweden CEO **Christer Bjorkin.***

Highest percentage increase in registered users on a website
Winner: IDG Norway, PC World Norge Online — 262%
Runners-up:
IDG India, CIO India Online — 79%
IDG U.K., MacVideo Online — 61%
IDG Germany, Macwelt Online — 46%

Highest increase in a business unit's event profit margin
Winner: IDG Switzerland — 18.4%
Runners-up:
IDG U.K. — 17.8%
IDG Czech Republic — 6.7%
Tie: IDG Enterprise and IDG Australia — 3.6%

*IDG Switzerland Managing Director **Michael Hermann***

Highest percentage increase in event revenue
Winner: IDG Hungary – 125%
Runners-up:
IDG Norway — 105%
IDG Germany — 51%
IDG Denmark — 46%

Best new event launch
Winner: IDG Germany — Computerwoche Best in Cloud
Revenues of more than $400,000.
Profits of more than $200,000. WU

*IDG Germany CEO **York von Heimburg***

One on one

continued from page 3

digital information is the main trend that ties all of this together and is something that CIOs have been measuring for a number of years. Much of this data is coming from mobile devices, and businesses need to figure out how best to manage, secure, store and analyze all of this valuable information. This is partly why spending on enterprise software has been so strong over the past 12 months, despite the general mood of economic uncertainty. End users see complexity and challenges in this surge of data, but they also see opportunities to drive IT to the next level of its potential contribution to business performance and productivity. Information, rather than technology, is thus at the center of how many organizations are now measuring their IT spending priorities.

Q **What kinds of topics do you cover in the quarterly teleconferences with clients?**

A We present a quarterly "State of the Market" webcast to review the macro-level ICT trends, including the macroeconomic trends that are key to understanding any changes in our ICT forecasts. We try to focus on which forecasts have changed since the previous Black Book and to explain the reasons for those forecast changes. These webcasts are always well-attended by many hundreds of clients and provide an excellent way to communicate our latest top-level forecasts and analysis to so many of our customers simultaneously. We have regular participants from almost every kind of client and department you can imagine: financial investors, strategic planners, sales and marketing executives, governments and end users. They're typically looking to understand how the overall market is being impacted by the macroeconomic trends and events they're reading about, such as the European debt crisis.

Q **How long have you been involved with the Black Book? How has it changed over the years?**

A I've been involved with the Black Book since I joined IDC in 1998, first with the European Black Book and then with the Worldwide Black Book since 2000. In that time, we've moved from an annual report to quarterly updates, we've introduced many product enhancements like currency exchange rate analysis tools, and we like to think that we've helped to drive better processes across the company for incorporating and explaining the macro-level trends, which form a vital part of market forecasting.

We're a more visible component of the forecast process now, working with analysts to develop their forecast assumptions every quarter and making sure that IDC has a consistent, strong story for our customers around the current state of the global ICT market.

Ten years ago, the Black Book was a demonstration of IDC's presence in so many markets and geographies, a flagship report that was as notable for its hard-copy size as its contents. Now it's much more than that, representing our company's up-to-date and constantly evolving view of real-time trends in more than 50 countries, helping our clients to make business decisions in a fast-moving economy where last year's report is a lifetime ago and tomorrow's forecast is the key to success or failure. WU

In memoriam: Debbie Winders

IDG Enterprise VP/Circulation **Debbie Winders** passed away Dec. 24 after a multi-year battle with cancer. Remembered for her kindness and generosity, Debbie was also well-known for her bright smile, love of hard-rock music and devotion to her friends, family — including son Steven, two grandchildren and her companion Stephen Pratt — as well as her beloved dogs, Taz and Cali.

Winders

"I had the pleasure of working with Debbie on an IDG start-up, DigitalNEWs, and also on an IDG flagship, Computerworld," said IDG Communications CEO **Bob Carrigan**. "Whether she was building circulation from the ground up for a new magazine or helping an established IDG brand to reach the most important readers in the market, Debbie was the best circulation executive for the job. She was the ultimate professional and her accomplishments will always be appreciated. But on top of that, Debbie was a pure pleasure to work with. She was incredibly helpful, fun and thoughtful, even while she was going through a terrible struggle with her disease. I'll really miss Debbie — a great colleague, professional and friend."

"Debbie was so proud of her team and truly passionate about her profession, which was so much a part of her," said IDG Enterprise President and CEO **Michael Friedenberg**. "Debbie was a kind soul and a wonderful person unanimously loved by family, friends, colleagues and anyone who had the honor of knowing her. Words will never do justice to someone so inspirational, but if we measure impact in terms of lives touched, then Debbie has outlived us all by far."

Debbie's IDG career began in May 1987 as fulfillment manager at PC World in San Francisco, where she worked for PC World, Macworld and Publish magazines. A year later, she moved to Boston to become the circulation director at DigitalNEWS. After the publication was sold to Cahners in 1992, Winders joined Network World as VP, circulation. She spent 1997 to 2002 working for a data services bureau but returned to IDG in August 2002 as VP of circulation for GamePro. A year later she returned to the East Coast in the same role for Computerworld. She managed the circulation for all of IDG Enterprise after the enterprise brands were consolidated into one business unit.

"While we are somewhat comforted by the memories of good times we shared with Debbie, the loss of our friend and colleague will not be forgotten," said IDGE SVP/COO **Matt Smith**. "Debbie was a fun person to be around, and her legacy and patterns for managing IDGE's circulation efforts will live on. She will be very much missed by all of us."

IDG Ventures Managing Director **Pat Kenealy**, who served as DigitalNEWS' publisher, recalled how Debbie "made the newspaper's circulation No. 1 in its field in both depth and focus and built a 'site profile' lead gen database that was 20 years ahead of TechTarget. I will always remember that spirit, and a woman who taught me a lot about media, integrity and teamwork."

Longtime colleagues IDGE Circulation Manager **Diana Turco** and Circulation Specialist **Mary Kittredge** counted Debbie as a close friend as well as a mentor. "We are both so grateful we were able to work under the best manager we have ever had," Turco said. "Debbie's management style enabled us to make our own decisions, steered by her gentle guidance when needed. She was always thinking of IDG's success as the most important goal."

Donations in Debbie's memory may be made to Newton-Wellesley Hospital's Charitable Foundation, 2014 Washington St., Newton, MA 02462 or http://idg.me/AuctR3.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Rebecca Segal *IDC*
John Gantz *IDC*

26

Bradley Thorpe *IDC*

25

Jean Bozman *IDC*

24

Katalin Kopacsi *IDG Hungary*
Mary Wardley *IDC*
Bob Brown *Network World*

23

David Emberley *IDC*
Kenneth Fuller *IDG Corporate Services Group*
Regina Steinmann *IDG Switzerland*

22

Sylvie Merkling *IDC France*

21

Tomas Zirn *IDG Sweden*
Claudia Voelk *IDG Germany*
Jennifer Schlee *IDG Germany*

19

Eric Prothero *IDC*
Barbara Kitzis *IDC*

18

Piyush Singh *IDC Center for Consultancy & Research (India)*
Joe Mola *IDG Enterprise*
Janusz Chustecki *IDG Poland*
Andrea Kirchmeier *IDG Germany*
Sabine Mayer *IDG Germany*

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Robert Gleason *IDG Corporate Services Group*
Krzysztof Frydrychowicz *IDG Poland*
Tomasz Janos *IDG Poland*
Eric Owen *IDC U.K.*
Patty Chisholm *IDG Enterprise*

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Junichi Saeki *IDC Japan*
Cecilia Asplund *IDG Sweden*
Anders Danielsson *IDG Sweden*
Bruno Voelk *IDG Germany*
Claudia Pielen *IDG Germany*

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Sharon Machlis *Computerworld*
Enku Gubaie *IDG Enterprise*
Keith Shaw *IDG Enterprise*
Henrik Sorin Hildebrand *IDG Sweden*
Andreas Frenzel *IDG Germany*
Mathew Heath *IDC U.K.*

14

Deanne Hart *IDC*
Markus Schelhorn *IDG Germany*
Stephen Minton *IDC U.K.*
Sung Chik *IDG U.K.*

13

Judith Edwards *IDC*
Bruce Hollocher *IDC*
Matthew Yorke *IDG Global Solutions*
Becky Bogart *Infoworld*
Joaquin Hevia *IDG Spain*
Ulrika Halvarsson *IDG Sweden*
Martin Bayer *IDG Germany*

12

Dan Vesset *IDC*
Kathy Nagamine *IDC*
Thomas Richard *IDC*
Yuji Nishigori *IDG Interactive (Japan)*
Lina Otterdahl *IDG Sweden*
Stefan Krafft *IDG Sweden*
Ulrika Ullman *IDG Sweden*
Matthias Teichmann *IDG Germany*
Karine Paoli *IDC U.K.*
Rosie Secchi *IDC U.K.*

11

Gábor Rónay *IDG Hungary*
Wilvin Chee *IDC Hong Kong*
Karen Lucero *IDC*
Bradley Nisbet *IDC*
Susan Rae *IDC*
Miryam Doris Hernandez *IDC*
Daniel O'Boyle Kelly *IDC Canada*
Julie Tiley *IDC Canada*
Dan Jensen *IDG Denmark*
Therese Järnankar *IDG Sweden*
Johan Wikberg *IDG Sweden*
Sabine Schwehr *IDG Germany*
Thomas Hafen *IDG Germany*
Christian Hofmann *IDG Germany*
Marta Pely *IDG Germany*
Mauro Peres *IDC Brazil*

10

Steffi Han *IDC Korea*
Kathleen Moran *IDG World Expo*
Angeles Rodriguez *IDG Spain*

9

Richard Vancil *IDC*
Sahaja Sarathy *IDC*
Alfred Curiel *IDC Canada*
Diane Gittlen *IDG Enterprise*

Grant Gross *IDG News Service*
Sandra Holleber *IDG Germany*

8

Rasi Thirumalai *IDC Singapore*
Keith Bagley *IDC*
Danielle Thorne *IDG Enterprise*
Susanna Hinds *IDG Int'l Publishing Services*
Johannes Hansson *IDG Sweden*
Michael Braun *IDG Germany*
Sabine Wagner *IDG Germany*
Ana Lico *IDC Brazil*

7

Antonio Wang *IDC China*
Brian Joseph *IDC Malaysia*
Susan Murray *IDG Enterprise*
Ruben Durand *IDG Spain*
Teruo Negishi *IDC Japan*
Florian Klein *IDG Germany*
Stephanie Alonso *IDG Germany*
Eric Domage *IDC France*
Matt Clay *IDC U.K.*

6

Ullrich Loeffler *IDC New Zealand*
Philip Hirons Jr. *IDC*
Pamela Torchinsky-Levine *IDC*
Paul Kent *IDG World Expo*
Colleen Boucher *IDG Corporate Services Group*
Valerie Rolland *IDC France*
Beatriz Valle *IDC U.K.*

5

Alison Te Hira *IDC Australia*
Ashish Taiwar *IDC India*
Douglas Bell *IDC*
Richard Viera *IDC*
Mark Schrutt *IDC Canada*
Erica Foster *IDG Enterprise*
Dan Doherty *IDG Enterprise*
Bridget McGuire *IDG Corporate Services*
Nuria Cordon *IDG Spain*
Richelle Bussenius *IDG Netherlands*
Jochem Douque *IDG Netherlands*
Camiel Toxopeus *IDG Netherlands*
Daniel Binett *IDG Sweden*
André Kisch *IDG Sweden*

4

Roger Ling *IDC Malaysia*
Christelke Agapito *IDC Philippines*
Isabelle Chan *IDC Singapore*
Suchitra Narayan *IDC Singapore*
Alfred Pang *IDC Singapore*
Leslie Rosenberg *IDC*
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Steve White *IDC Canada*
James Vuong *IDG Ventures Vietnam*
Dominik Blaszczykiewicz *IDG Poland*
Joanna Cierkonska *IDG Poland*
Marek Czapelski *IDG Poland*
Jacek Glica *IDG Poland*
Slawomir Kolak *IDG Poland*
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Didier Krainc *IDC France*
Marcelo Leiva *IDC Chile*
Carrie-Ann Skinner *PC Advisor*
Mark Chillingworth *CIO U.K.*

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Susan Zhao *IDC China*
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Azmat Khan Pathan *IDC Center for Consultancy & Research (India)*
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Leon Liu *IDC China*
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Harald Kuppek *IDG Germany*
Stefan Wattendorf *IDG Germany*
Gonzalo Lozano *IDC Argentina*
Anh Nguyen *Computerworld U.K.*

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Endre Cs. Nagy *IDG Hungary*
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Shannon Guan *IDC China*
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Divya Ramalingaiah *IDC Center for Consultancy & Research (India)*
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Dinesh Srirangpatna *IDC*
Elaine Duncan *IDC*
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Peter Mayer *IDG Global Solutions*
Lauren Kotara *IDG Tech Network*
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Christine Bardwell *IDC U.K.*
Daniel Bizo *IDC U.K.*
Jenny Thwaites *IDG U.K.*
Mark Jervis *IDG U.K.*

noteworthy people

New employees

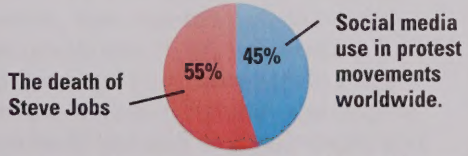
New at **IDC Framingham** is **Waqas Keen**, quantitative analyst with the Worldwide Tracker team; he was previously a financial analyst with Pluris Valuation Advisors. He holds a B.S. in mathematics with a minor in economics and business from the University of the South in Sewanee, Tenn., and enjoys hiking and soccer. *wkeen@idc.com*

PETER SHORT

Keen

Question of the Week results for Jan. 2

Of the many top tech stories of 2011, which of these do you think is the biggest?



Log on to www.idgcentral.com to vote on this week's question:
What impact does this week's Consumer Electronics Show have on you?

celebrating 10!

Name
Karen Ren

Home
Beijing

Joined IDG
August 20, 2001

Career path since joining IDG
August 2001-February 2002, Supervisor, IDG China; March 2002-November 2002, Managing Director, China Good Housekeeping; December 2002-present, Director, Corporate Communications, IDG China

Current title
Director, Corporate Communications, IDG China.

Most challenging part of your job
When a dozen urgent issues come up, I need to decide what to do first.

Best way someone could compliment you on your work?
"She is a person you can always count on."

Moment at work you will never forget
Working on IDG Worldwide Managers' Meeting in 2004 when I first got involved in event management and assisted Marion Kibbee in arranging meetings, accommodations, transportation, off-site dinners, sightseeing, etc. for about 200 people. The meeting turned out to be very successful.

What's kept you at IDG for 10 years?
My boss trusts me, and I get along with my colleagues very well.

Best piece of advice you've ever received
"Try, try again."

Interests outside the office
Traveling, photography, seeing movies, reading, collecting stamps and pins.

Family
My husband Song Xinsheng and my 30-year-old stepson Song Yu.

Favorite way to work off stress
Chatting with friends and online shopping.

What talent do you wish you had that you don't have?
A good voice.

As a child, what did you want to be when you grew up?
A teacher.

Do you have any pets?
A Welsh Corgi named Kaka.

One possession you'd grab if your house were on fire?
My handbag with my cell phone, wallet and credit cards.

Karen Ren *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring her decade of service to IDG China.*

What sports do you play?
Table tennis.

If you won the lottery tomorrow, you would…
I would retire immediately and travel around the world.

Favorite vacation spot
Rome

Favorite movie
Roman Holiday.

Your idea of a perfect day alone?
Taking my camera and going out to take photos in some remote areas

Retirement dreams?
Traveling around the world.

Manager's profile
"As a capable and trustworthy person, Karen has worked very closely with me in my office since August 2001. She has dedicated herself to all the assignments I entrusted to her with regards to IDG China's corporate communication issues such as providing information on IDG China to update the IDG Media Kit and IDG China's website. Most importantly, she has maintained a great relationship with China's major media in order to guarantee positive coverage of IDG China. In addition, she has been in charge of organizing the annual Asia Pacific Managers' Meeting in Beijing since 2006 and has contributed to the success of these important annual meetings."

— Hugo Shong, chairman, IDG China

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Teresina Cardamone *IDG Strategic Marketing Services*
Ouafa Kathir *IDC North Africa*
Stephen Minton *IDC*
Karen Ren *IDG China*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

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WWW.IDGCENTRAL.COM

IGS President Matthew Yorke wins Entrepreneur of the Year

Matthew Yorke, president of IDG Global Solutions (IGS), is the recipient of IDG's Entrepreneur of the Year Award for FY2011.

Yorke joined IDG in January 1999 as business development director for IGS in the U.K. and moved to the U.S. in 2004 to lead the U.S. Corporate Sales Group, which eventually became the Strategic Marketing Services Group. Last January, Yorke was named president of IDG Global Solutions where he helped lead the business unit to achieve a 25% increase in revenue over the prior year.

Matthew Yorke

In announcing the award, IDG Chairman **Pat McGovern** praised Yorke for his understanding "that it is not just about selling; but about providing excellent solutions for customers."

McGovern went on to point out the excellent job Yorke has done in creating solutions for IDG's key accounts. Three years ago, McGovern noted, Yorke launched IDG's social media suite of solutions, IDG Amplify. In FY11, he once again showed his entrepreneurial initiative by leading the launch of Mobile@IDG. "Just as with social media, Matt realized that IDG needed to be a leader in providing mobile web solutions for our advertising customers," McGovern said. "Mobile is a key area of experimentation and investment for our clients, and under Matt's leadership, IDG is leading the market in this fast-emerging area.

"I, and all the members of the IDG Management

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Celebrating 20: IDG's Mandy Wong travels to Hawaii *page 8*

Play Media set to relaunch IDG titles in Italian market

PCWorld, Macworld, Computerworld will reestablish a presence in February

IDG's licensing group rang in the New Year by welcoming a new Italian partner — Play Media Company, which will launch three IDG titles — PCWorld, Macworld and Computerworld — during February. PCWorld and Macworld will be published in both print and online formats, while Computerworld will be an online-only title with an associated custom event and special print issues appearing from time to time.

Alessandro Ferri, CEO of Play Media, said the new IDG partnership solidifies his company's position as the country's leading IT publisher and establishes it as a serious contender in the B2B market with "one of the most valued brands in this sector, Computerworld." Play Media publishes a number of consumer and enthusiast titles including App Mania, iPad magazine, iPhone magazine, Photoshop magazine, Web Design magazine, Playstation magazine, PS Mania 3.0 and Game Republic, among others.

> ***"With Computerworld, we will have by far the strongest IT B2B brand in the local market and the only one that is truly international."***
>
> ***— Alessandro Ferri, CEO, Play Media Co.***

While all three titles will face competition in the local market, Ferri said he is confident the partnership with IDG will help these titles stand apart. He said his team plans to combine original content for all three titles with content from their U.S. counterparts as well as PC Advisor in the U.K. He noted that "with Computerworld, we will have by far the strongest IT B2B brand in the local market and the only one that is truly international."

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Last call for entries for IDG-sponsored Social Media Marketing Awards

For the third year, IDG is teaming up with Crain's BtoB to sponsor the Social Media Marketing Awards. Marketers and agencies are invited to submit nominations for superior social media marketing and mobile programs in nine categories including Best Use of Facebook, Best Use of Twitter, Best Use of LinkedIn and Best Use of Viral Video among others. For the first time, the BtoB awards program includes a Best Use of Mobile category.

"Social marketing has moved from experimental to expected for most campaigns in just a few years," said **Matthew Yorke**, president, IDG Strategic Marketing Services, which is the lead sponsor for the awards. "We've added mobile marketing to the awards program because we anticipate the same rapid adoption for mobile as there has been for social."

One winner and one runner-up will be selected in each category by BtoB editors. The editors will also select their top entries for the People's Choice awards, where online voters will select a top tech and non-tech campaign. People's choice public voting will run from Feb. 21 to March 7.

All winners, runners-up and People's Choice finalists will be honored at an awards luncheon on March 20 in San Francisco.

Campaigns that launched anytime after Feb. 1, 2011, are eligible to be entered in this year's awards program. Nominations are due Jan. 23 at www.btobonline.com/socialmediaawards. "We urge all IDG sales and marketing staff to encourage their customers to enter this competition," Yorke said. "The submission process can strengthen the client relationship and the award would serve as quite an honor for the client and IDG if the entry is selected."

For more information, contact Howard Sholkin at howard_sholkin@idg.com.

PC World Iran publisher visits Boston

IDG WORLD UPDATE

*(L-R): **David Hill**, **Faramarz Moghadam** and **Jim Sullivan** in Boston earlier this month.*

Faramarz Moghadam, president and founder of Publishing, Manufacturing & Trading Companies Group, IDG's Iranian publishing partner, stopped by the IDG International Publishing Services offices in Boston this month to meet with IPS President & CEO **David Hill** and VP Licensing **Jim Sullivan**. Moghadam launched Electronics and Computers in the mid-1970s. In 1998, he signed a license with IDG to incorporate PCWorld content into the monthly title, which was renamed Electronics and Computers/PCWorld Iran. The Tehran-based company will publish the 400th issue of Electronics and Computers/PCWorld Iran in March. IDG is currently the only foreign IT publisher with a presence in Iran.

IDG Research Services global study helps clients align marketing priorities

*IDG Research Services General Manager/VP **Janet King**, IDG Global Solutions VP, U.S. & APAC **Michael Mullaney** and IDG Strategic Marketing Services VP Development **Melinda Reilly** take part in a presentation of IDG's audience and advertiser research at Hewlett-Packard agency OMG in Chicago in December.*

For the second year, IDG Research Services undertook a global audience and advertiser study designed to help tech marketers understand how tech buyers are consuming content and interacting with new media forms like social, mobile and video and to see how well those behaviors align with tech marketers' priorities for 2012 and beyond.

The research, a summary of which was presented at the Global Product Line Meeting in Copenhagen last October, has been repackaged in a more customer-facing format and renamed Engaging Audiences in the New Dynamic. (To view the original presentation, go to the GPLM link on the IDG Central home page and click on Janet King's presentation.)

During November and December, IDG Research Services General Manager **Janet King** and IDG Communications CEO **Bob Carrigan** traveled to New York, Boston, San Francisco, Chicago and Toronto, presenting the research in 16 meetings including a client lunch that ITWorld Canada hosted for 30 of its advertisers/agency clients in Toronto. They were accompanied by various members of the IDG Global Solutions, IDG Strategic Marketing Services, IDG Enterprise and PCWorld sales teams.

For more information contact Janet King at janet_king@idgresearch.com.

Entrepreneur of the Year

continued from page 1

Team are very proud of Matt and his outstanding entrepreneurial accomplishments for which he fully deserves to win the FY11 IDG Entrepreneur of the Year Award," McGovern said.

"I am delighted to receive this award, and it is a fantastic recognition of the IGS and SMS teams, as innovation is at the core of what we do," Yorke said.

For a list of IDG business units that won Chairman's Achievement Awards for 2011, see the Jan. 9 issue of IDG World Update.

one on one

the interview

Kitty Fok

The VP/Greater China Research at IDC China is this week's columnist. Reach her at kfok@idc.com.

> "[Mobile] carriers are very focused on expanding their network coverage in rural areas and, at the same time, aim to enhance their phone subsidy programs in order to increase the number of subscribers as well."

Q Can you summarize the state of the IT market in the greater China region and its growth opportunities?

A Total IT spending in the Chinese market is forecast to be US$121 billion, which is the world's third-largest IT market just behind the U.S. and Japan. By 2013, China is going to be the second-largest market in the world, and by 2015 total IT spending in China will reach $226 billion, though still second to the U.S.

I am sure everyone knows how important the China market is, but most people still underestimate its potential. Today, China is already the largest PC market in the world, and one month's worth of PC shipments in China is the same as one year's worth of PC shipments in Australia. And by 2015, total IT spending in Beijing will be the same as in Switzerland, the 17th largest IT market in the world. And I must say that it is just the beginning of that type of growth, as the IT adoption rate in China's less-developed cities is still low.

Due to China's large market scale, some companies are starting to put more focus on developing products that are designed especially for China but that will eventually be used in the global market. Intel, for example, has designated a special China Strategy Team with staff in-country.

At the same time, China is very unique in the way that the government plays an extremely important role. The 12th Five-Year Plan that was announced in March 2011 highlighted all the key priorities such as urbanization, emerging industries, outsourcing, cloud computing and green IT. At the same time, city governments are aggressively leveraging IT for city development.

Regarding cloud computing, for example, the central government has appointed five cities (Beijing, Shanghai, Shenzhen, Wuxi and Hangzhou) as public cloud trial cities to set up the strategies for China. Each city will try to come up with different business models. For example, the Wuxi government will focus on building their own cloud computing system and support their tenants within more than 20 software parks. (Software parks are government-funded areas that provide all the necessary infrastructure for many of the world's large and medium-size IT-related companies to set up shop to work on software development and information services.)

The Hangzhou government will be more focused on driving policy to support enterprise public cloud since Alibaba's headquarters is there. (Alibaba is a major privately held company with online marketplaces that facilitate business-to-business international and domestic China trade.)

Q Is the Chinese government an IDC client?

A IDC has been a strategic advisor for a number of city governments. We have provided consultancy services and organized and produced international road shows for the Dalian, Tianjin, Wuxi, Xian, Beijing and Qingdao governments. IDC has been frequently invited to present on the Chinese outsourcing market at various government events. In 2009, IDC signed a Memorandum of Understanding with the Ministry of Commerce of People's Republic of China to promote the development of the services outsourcing industry in China and make it attractive to companies in other countries.

Q Can you outline the state of mobile phone use in China?

A By the end of 2011, the total number of SIM card subscribers was close to 1 billion, and by 2015 total SIM card subscribers will reach 1.6 billion. China has a very high number of multi-SIM users due to a variety of promotion offers. Total mobile phone sales were 340 million unit shipments in 2011, and the market is poised for major growth from smartphones. Currently network coverage reaches 98.2% in urban cities but only 50.3% in rural areas. Carriers are very focused on expanding their network coverage in rural areas and, at the same time, aim to enhancing their phone subsidy programs in order to increase the number of subscribers as well.

Q What is the IT/Internet penetration outside China's major cities?

A Compared to other emerging markets, China is different in the way that the government has spent a lot of money over the past 10 years to build the infrastructure. Therefore, broadband is available in most cities in China. Although the average income level in less developed cities is low compared to more developed cities, there are still different business models emerging. One good example is the popularity of Internet cafés in less-developed cities. I remember when I stepped off the plane in Lhasa, in Tibet, the first thing I saw was an Internet café. It is unbeatable pricing to be able to spend 1 or 2 RMB per hour (about 15 to 20 U.S. cents) at a café.

Q What is your role on IDC's new Emerging Markets team?

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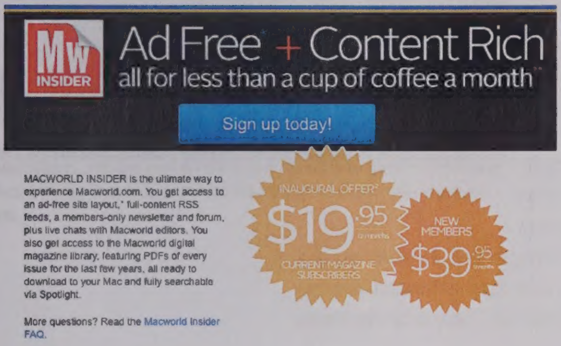
MW readers continue to opt in to premium Insider program

Macworld celebrated the one-year anniversary of its premium Insider program late last year with a series of improvements, tweaks and new ideas.

Macworld Insider is an online group any Mac enthusiast can join for an annual fee. Macworld decided not to wall off its news, reviews, opinion pieces, how-to articles or tips and tricks but instead offers add-ons that appeal to its core readers who are willing to pay for them, giving them another way to engage with the Macworld brand. (For more background information on the Insider program, see IDG World Update, Sept. 23, 2010, or go to http://idg.me/yjdMbL.)



Ad Free + Content Rich
all for less than a cup of coffee a month

MACWORLD INSIDER is the ultimate way to experience Macworld.com. You get access to an ad-free site layout,¹ full-content RSS feeds, a members-only newsletter and forum, plus live chats with Macworld editors. You also get access to the Macworld digital magazine library, featuring PDFs of every issue for the last few years, all ready to download to your Mac and fully searchable via Spotlight.

More questions? Read the Macworld Insider FAQ.

Among the Insider benefits are ad-free single-page Macworld.com layouts; full-text RSS feeds; a monthly Insider newsletter detailing new features and important updates; a back-issue archive; and special offers such as free floor passes to Macworld | iWorld Expo and discounts on products sold in the Macworld.com store such as the Superguide books line.

New for Insider members is a customer service page where they can view and change account details, similar to how print subscribers can. **Jonathan Seff**, Macworld executive editor, added, "We also set up an alternate RSS feed for people having Google Reader problems. Both enhancements were in response to reader feedback. We recently added Insider log-in access to the Macworld Daily Reader iPad app as well to allow Insiders to view exclusive content using the app."

Insiders also receive Macworld's Macalope Daily column, an exclusive look at "the often absurd coverage" of Apple and other tech companies, and they have been offered product discounts and giveaways in the last year.

"Whenever we make changes or add new features, we usually let people know in three ways: we post something on the Insider forum, put something in the monthly Insider newsletter and often add an item to the Insider module that appears on the homepage," Seff said.

> ***"Having roughly two-thirds renew after the first year of a new and evolving program is quite good. We've spent time and energy to work out the kinks, and it's nice to see members stick with us and appreciate the work we're doing."***
>
> ***— Jonathan Seff, Macworld executive editor***

IDG WORLD UPDATE

*According to Macworld Executive Editor **Jonathan Seff**, 64% of Macworld Insider's original subscribers have renewed their accounts. " It's nice to see members stick with us and appreciate the work we're doing," he said.*

More than 1,500 people signed up to become Insiders the first month the program was launched, and Seff said Macworld continues to add new subscribers every month. Sixty-four percent of the program's subscribers have renewed their accounts. "Having roughly two-thirds renew after the first year of a new and evolving program is quite good," Seff said. "We've spent time and energy to work out the kinks, and it's nice to see members stick with us and appreciate the work we're doing."

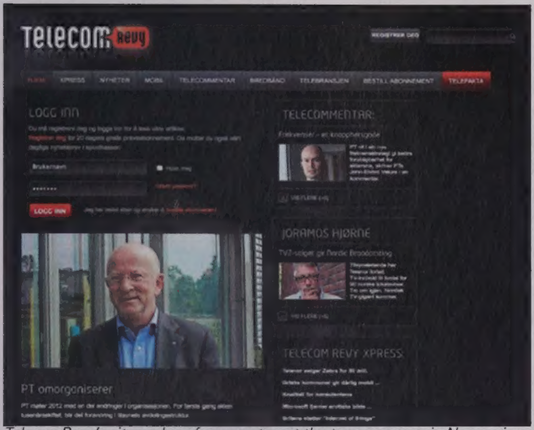
Insider membership is $39.95 a year for non-Macworld subscribers and $19.95 for print and digital subscribers. Insider accounts auto-renew by default, with members receiving notification e-mails 30 days prior to their renewal.

For more information contact Jonathan Seff at jseff@macworld.com.

WU

IDG Norway buys telecom subscription site, event brand

IDG Norway has branched into a new market niche and acquired a paid subscription site with its purchase of Telecom Revy ("Telecom Revue"), the market's leading online publication and conference brand that targets the top managers in Norwegian telecommunications companies and their distribution and sales organizations.



TelecomRevy's site and conferences target the top managers in Norwegian telecommunications companies and their distribution and sales organizations.

IDG Norway Managing Director **Morten Hansen** bought the assets late last year and plans a few changes to the products lineup. Telecom Revy previously held its conferences aboard large cruise ships, but given market conditions, the cruises have become too expensive, Hansen said. He expects to host two major conferences this year, both of which will be on land, and reprise the cruise setting when the general economy improves. The one-day events are expected to attract 100 to 150 telecom executives.

The news site, www.telecomrevy.no, covers key players in the Norwegian telecom industry, developments in communications technology and services, telecommunications regulation and other factors that affect the framework conditions and the development of the market. Subscribers received a daily newsletter, as well. Hansen raised the annual individual subscription price from Nok 1,900 (US$332) to Nok 2,490 ($416), though most subscriptions are sold at a group price to the larger telecom companies. There are about 175 telecom companies in the target audience.

Given that it is a relatively small, specialized site, Hansen said the traffic numbers are modest: November traffic included 92,000 visitors overall, 6,900 unique log-ins and 107,000 page views.

The previous owners published a print newspaper in conjunction with its conferences; Hansen will be evaluating that possibility.

Two employees — a sales manager and an editor — from the former company have joined IDG Norway on a freelance basis for now.

Write to morten.hansen@idg.no. **WU**

Italy

continued from page 1

Ferro said Macworld is scheduled to launch between Feb. 15 and 20, PCWorld will be on newsstand Feb. 25, and Computerworld will be online by the end of February at http://www..cwi.it.

"Play Media has been very successful in the Italian consumer space, and we are confident they will do a terrific job with both our PCWorld and Macworld titles," said **Jim Sullivan**, VP of licensing, IDG International Publishing Services. "They are also very familiar with the licensing process, having licensed titles from publishers including Playboy, Vogel, Future and Microsoft, so the business model works for them."

Sullivan said he was also impressed by Play Media's aggressive approach in seeking out IDG. "When our previous licensee ran into trouble last year, Play Media had already done all the due diligence and was uniquely positioned to get our brands back into this important market as fast as possible."

***Andrea Grassi**, IT publisher*

***Lucio Bracagnolo**, Macworld editor*

Play Media was formed in 1998 with eight employees. Today it has approximately 40 staff members and a network of more than 150 freelance contributors. Based in Rome, it purchased offices in Milan in 2004 that house its commercial IT staff and its new IT and lifestyle editorial teams, including those that will be working on the IDG-licensed titles.

IDG has had a presence in Italy since it launched a wholly owned subsidiary in 1983. In 2006, Mario Toffoletti, then managing director of IDG Italy, negotiated a management buyout and formed Nuov@Periodici Italia, which served as IDG's licensee until last year, when the license was transferred to Just Be srl.

***Danilo Loda**, PC World editor*

***Paolo Galvani**, CW project manager*

For more information, contact Alessandro Ferri at alessandro.f@playmedia-company.it. **WU**

noteworthy people

New employees

Yanuskiewicz

IDG Corporate Human Resources has hired **Carolyn Yanuskiewicz** as a training and development coordinator. Previously a central marketing team intern with Reed Exhibitions, she holds a B.S. in management with a concentration in human resources from Fairfield (Conn.) University. In her free time she enjoys baking, shopping and exercising. *carolyn_yanuskiewicz@idg.com*

Stephen Wills joins **IDG Enterprise** as a senior Web developer; he was previously a principal at Beyond-Point, Inc. A graduate of the State University of New York/Albany, he holds a B.S. in computer science. In his free time he enjoys cats, guitars and virtual worlds. *swills@idgenterprise.com*

Weisberg

Also new at **IDG Enterprise** is Multimedia Producer **Joel Weisberg**. He was previously media producer at Cengage Learning, where he was responsible for producing college-level social sciences learning management systems. He attended Boston's Franklin Institute where he studied applied and industrial photography. In his free time he enjoys photography, the guitar, films and history. *jweisberg@idgenterprise.com*

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

Create a customized IDG Media Kit

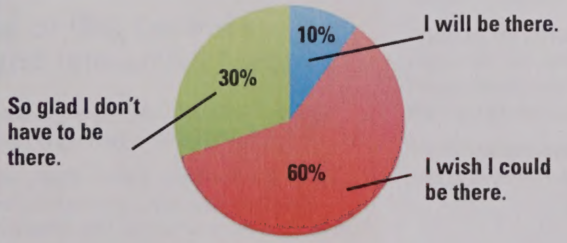
More than a hundred digital resources such as logos, photos and other graphics are available for business units to create customized versions of the 2012 IDG Media Kit for their markets.

The files include newly created PDFs such as regional map pages, global region PDFs, and an online-specific PDF in a single page-by-page format recreated for easy online navigation and printing. These PDF resources, in particular, offer more flexibility than the multi-page PDFs of the Media Kit that are on the Company/Global Media Kit section of www.idg.com.

To access these files, go to www.idgmediakit.com:
user name: idg
password: idg2012

Question of the Week results for Jan. 9

What impact does this week's Consumer Electronics Show have on you?



Log on to www.idgcentral.com to vote on this week's question:
Why did you switch to your most recent mobile phone?

One on one

continued from page 3

A IDC defines Emerging Markets as the traditional "BRIC" countries of Brazil, Russia, India and China as well as much of Asia (excluding Japan and Australia/New Zealand), and countries in Latin America, Central and Eastern Europe and the Middle East and Africa. IDC offices in these countries are working together closely. We jointly ran emerging market tech outlook events in the U.S. and Japan last year to give clients new insights to bolster their overseas investment strategies in these countries (See IDG World Update, Dec. 19, 2011.) As the head of Greater China research, I have been helping other emerging markets teams launch local programs focusing on understanding the city dynamic and monthly tracker programs.

In China, for example, we track the PC, printer, server and storage market in 399 cities in China on a quarterly basis. This program really helps our clients prioritize their investments, allocate resources, plan their inventory and even set up specific marketing campaigns at the city level. This is very important, since each city can be very different and some cities' market sizes are easily larger than many other national markets.

In addition, IDC China is monitoring the PC market in a more timely manner each month. Today, our clients can receive the most updated information for both their own and their competitors' monthly performance only 10 days after the end of the month. This timely update can help our clients control their inventory and sales targets in a much more efficient way.

Q **How are emerging markets adopting key technologies?**

A Hardware is still the key in emerging markets. For example, in China, 83% of IT spending in 2012 is expected to be hardware-related, and this portion will become even bigger — 85% — in 2015. Due to the large size of its population, client systems that include PCs, smartphones and printers are huge in China and in other emerging markets. In comparison, advanced markets are still the dominant source of enterprise IT demand. WU

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo of just a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Lee Doyle *IDC*

24

Ursula Nadador *IDG Spain*

23

Amy Hanania *IDG*

21

Gary Koch *IDC Hong Kong*

17

Mustafa Mustafa *IDG U.K.*

14

Manuel Pastor *IDG Spain*
Christopher Murphy *IDC*

13

Jana Pelikanova *IDG Czech Republic*
Jason Gould *IDC*
Lucinda Derby *IDC*
Melita Marks *IDC*

12

Cynthia Crow Hamilton *IDG Consumer & SMB*
Jonathan Gaw *IDC*
Matthew Eastwood *IDC*

11

Dorota Chrisp *IDC U.K.*
Kazuo Aida *IDC Japan*
Arnold Diepenheim *IDG Netherlands*

8

John Volupas *Computerworld*

7

Jan Larsen *IDC U.K.*
Jose Soto-Padron *IDG Sweden*
Kevin Barden *IDG Consumer & SMB*
Winnie Jang *IDC Korea*
Michael Araneta *IDC Singapore*

6

Johann Wagner *IDG Germany*
Ayuchi Takamatsu *IDC Japan*
Freda Tong *IDC China*

5

Katarzyna Hadka *IDG Poland*
Alfonso Casas *IDG Spain*
Amber Gracey *IDC*

4

Janine Christensen *IDG Sweden*
Ravi Madha *IDG Global Solutions EMEA*

3

Jorrit de Heijer *IDG Netherlands*
Dave Pearson *IDC Canada*

2

Gabe Rogol *IDG Consumer & SMB*

1

Oliver Russell-Cowan *IDC U.K.*
Mehdi Boukhlifa *IDC France*
Regina Münz *IDG Germany*
Lisa Miracle *IDG Enterprise*
David Lantsman *IDC*
Fajar Hidayat *IDC Indonesia*
Aditi Mukherjee *IDC Center for Consultancy and Research (India)*

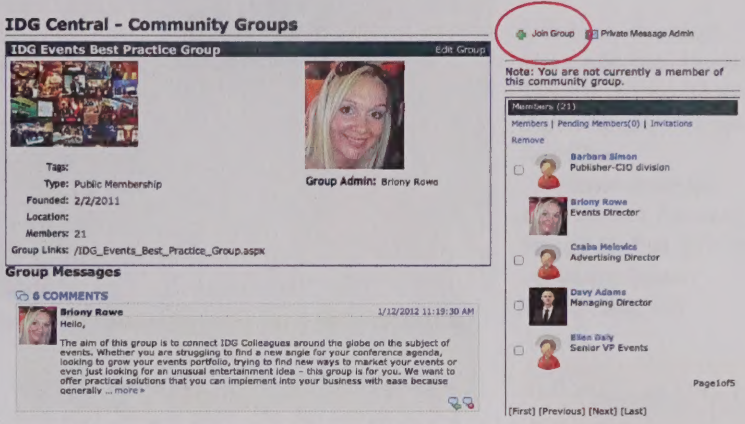
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Take advantage of IDG Central's customizable and interactive features

Start the New Year with a tour though www.idgcentral.com and check out some features you might have overlooked in 2011.

On the home page, post an update or ask a question in the "What Are You Working On?" feed on the home page. Click on the My Profile link and add a profile photo and biographical info, and invite colleagues to be part of your IDG Central network. There you can also change your password to one more easily remembered. Comment on an article, join a community group, and more.

Events colleagues invited to join community group on IDG Central



IDG Central - Community Groups

IDG Events Best Practice Group

Tags:
Type: Public Membership
Founded: 2/2/2011
Location:
Members: 21
Group Links: /IDG_Events_Best_Practice_Group.aspx

Group Admin: Briony Rowe

Note: You are not currently a member of this community group.

Group Messages

6 COMMENTS

Briony Rowe 1/12/2012 11:19:30 AM
Hello,

The aim of this group is to connect IDG Colleagues around the globe on the subject of events. Whether you are struggling to find a new angle for your conference agenda, looking to grow your events portfolio, trying to find new ways to market your events or even just looking for an unusual entertainment idea – this group is for you. We want to offer practical solutions that you can implement into your business with ease because generally ... more »

Members (21)

Barbara Simon – Publisher-CIO division
Briony Rowe – Events Director
Csaba Melovics – Advertising Director
Davy Adams – Managing Director
Ellen Daly – Senior VP Events

Edit Group
Join Group
Private Message Admin
Members | Pending Members(0) | Invitations
Remove
Page1of5
[First] [Previous] [Next] [Last]

Anyone interested in connecting with other employees involved in producing events for their business units is invited to join the Events community group. Just click on the "Join Group" link at the top right corner of the page.

All IDG colleagues involved in any aspect of running events for their business unit are invited to join the Events Best Practice community group on IDG Central. The group is being co-chaired by **Briony Rowe**, events director, IDG Global Solutions; and **Ellen Daly**, senior VP, events, IDG Enterprise.

The group aims to provide a forum for IDG colleagues around the globe to share knowledge, ask questions and brainstorm solutions related to producing events. Whether you are struggling to find a new angle for a conference agenda, looking to grow your events portfolio, searching for new ways to market your events, boost attendance, recruit speakers or even hunt down an unusual idea for entertainment, this group is for you.

"Generally speaking, most challenges that people face have been faced by colleagues in the past, and this group can help people connect and share their experiences and ideas," Rowe said.

Rowe and Daly said they plan to solicit feedback from group members as to the most pressing issues they are facing and will prioritize those topics and focus on a different subject each month. Group members are welcome to post questions, tips, links to helpful articles and sites at any time.

To get the ball rolling, there will be a conference call for all members of the group on Jan. 20 at 9 a.m. EST (2 p.m. GMT and 3 p.m. CET). Call-in details will be posted in the messages section of the Events community group this week. Anyone not able to call in will be able to read a summary of the call on the Events group's page.

If you are not already a member of the Events group, go to www.idgcentral.com and click on the Community Groups link. Navigate to the Events Best Practice group and click on the green "Join Group" link at the top right-hand corner of the page.

If you have any questions, contact Briony Rowe at briony_rowe@idg.com or Ellen Daly at edaly@idgenterprise.com. WU

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Senior Accountant ***Mandy Wong*** *traveled to Hawaii with her husband and daughters last year.*

Career path

I have remained happily in the same department for my 21 years at IDG: I have gone from Staff Accountant to Senior Accountant.

Why I chose this trip

My husband, Wayne, and I went to Hawaii once, before we had children. We thought it would be nice to bring our girls Jessie, Ashley and Emma to the beautiful islands.

Trip highlights

We spent the first four days on Oahu. The first thing we noticed, right out of the airport, was the incredible warm, breezy weather and the unbelievably lush greenery. The plants, even along the highways, were all larger than life.

View of Honolulu from atop Diamond Head, the site of an old fort.

The girls ran into this green sea while snorkeling in Kapalua Bay off Maui.

Our family, in our Hawaiian gear, on our way to the Old Lahaina Luau.

We visited Hanauma Bay, renowned for its beautiful corals, and the girls spent the day exploring the reef. Wanting to experience local cuisine, we dined at restaurants frequented by the locals, including L+L Drive-In and Zippy's. Pearl Harbor and Diamond Head were a must while in Oahu, and we managed to learn a bit of history while on vacation.

We then island-hopped to Maui, where we spent the bulk of our time. Here is where we attended a traditional Hawaiian feast and show, at Old Lahaina Luau, and where we spent our Fourth of July. Maui is much less urbanized, and so we spent many days relaxing on picture-perfect beaches and discovering the island's natural wonders. We spent an entire day driving on the Road to Hana, making many stops along the way to swim in waterfalls, visit black sand beaches and feast on tropical fruit. We went up the 10,000 foot volcano crater at Haleakala National Park, which took an hour to drive up to.

It was an amazing experience and we all returned with much needed traces of relaxed, Hawaiian spirit. An unforgettable trip!

Haleakala National Park, which is at more than 10,000 feet above sea level. When we weren't distracted by the extreme winds and chill, the scenery was breathtaking.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Jonathan Seff *Macworld*
Howard Sholkin *IDG Strategic Marketing Services*
Mandy Wong *IDG*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDGE's Michael Friedenberg wins Chairman's Cup for FY11

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Macworld revives screencasts for quick how-to tips *page 5*

Celebrating 10: China PC World's Bingchen Wang *page 8*

IDG Enterprise President & CEO **Michael Friedenberg** is the winner of the 2011 IDG Chairman's Cup for Management Excellence.

In announcing the award, IDG Chairman **Pat McGovern** noted, "IDG Enterprise experienced tremendous growth during FY11 with revenues up 6% over the prior year and profits up 25% over the prior year and 32% over budget. CXO Media had a particularly good year, with revenue growth of 19% over the prior year and profit growth of 38%.

Friedenberg

"Perhaps most impressive is the overall profit margin for IDG Enterprise, which topped 17% in FY11," McGovern said. "This is the highest profit margin for any publishing business unit in the IDG portfolio."

"The IDGE team demonstrated tremendous innovation in FY11," McGovern said, pointing to the more than 65,000 readers who registered for its Insider program as well as the launch of TechBriefcase, a new iPhone app for mobile lead generation. "And this is on top of growth and new initiatives in the events and custom publishing space," he said.

"It is an honor to accept this award on behalf of IDG Enterprise," Friedenberg said. "This is a true reflection of all the hard work, effort and dedication that IDGE has put forth from the time we came together in April 2009. It is wonderful to see the progress we have made and the massive opportunity that still stands before us."

Friedenberg, who joined IDG six years ago, also won the IDG Chairman's Cup for FY2007 when he was CEO of CXO Media. IDG Enterprise comprises: Computerworld, CXO Media (CFOworld, CIO, CIO Executive Council, CSO), DEMO, InfoWorld, ITworld and Network World.

IDC Peacock Awards go to Mary Turner, Ashley Gilliam

*(L-R): IDC President & CEO **Kirk Campbell**, Research VP **Mary Johnston Turner**, Consulting Director **Ashley Gilliam** and IDG Chairman **Pat McGovern** at the Jan. 17 ceremony.*

Mary Johnston Turner, research VP in the Enterprise System Management Software Group, and **Ashley Gilliam**, consulting director, Manufacturing and Retail Insights, are this year's winners of IDC's most prestigious research award: The Peacock Award. The awards were presented last week at a ceremony at IDC's Framingham, Mass., headquarters attended by dozens of IDC colleagues including IDC President & CEO **Kirk Campbell** and IDG Chairman **Pat McGovern.**

Turner joined IDC in 2008, with 20-plus years of experience as an industry analyst. "Mary exhibits a strong client-saavy orientation, a lively writing and presentation style and a strong entrepreneurial spirit," read her nomination. "During her time at IDC, she has become recognized by clients and peers as a foremost industry analyst in system management software, where her thought leadership regarding virtualization, automation and cloud management have had a significant impact on how IT vendors look at the marketplace for change and configuration management software and

continued on page 7

IDG World Expo China honors outstanding Chinese consumer brands at CES

In conjunction with the Consumer Electronics Show (CES) held Jan. 10-13 in Las Vegas, IDG World Expo China organized its sixth annual awards ceremony to recognize the leading Chinese electronics consumer brands. The program, "2011-2012 Top Brands from China," attracted attention from hundreds of media outlets. IDG Communications CEO ***Bob Carrigan*** *(fifth from right), attended the event and helped present the awards to 10 of China's leading consumer brands including: Haier, Hisense, Changhong, Lenova, TCL, Great Wall, Konka, BOE, Desay and Skyworth. IDG China World Expo President* ***Jennifer Xu*** *(sixth from right) and* ***Orient Zhu****, director, IDG World Expo China are also pictured above along with representatives from the winning companies.*

CES videos yield record traffic week for IDG News Service, Network World

Video coverage of the Consumer Electronics Show by IDG business units in the U.S. was at full strength earlier this month, resulting in several milestones.

The most popular IDGNS video was "Intel demos DX11 on Ivy Bridge-based ultrabooks," which got 293,000 views during the week. Observers at CES found that Intel faked part of the demo, and the video was quickly picked up by blogs and Reddit, the user-generated news links site.

Thanks to quality, timely content that frequently made its way to influential blogs and high-profile sites, the IDG News Service's video portfolio had its most successful traffic week ever. Between Jan. 9 and Jan. 16, Network World's and Macworld's YouTube channels tallied 754,232 views, 96% of which was IDGNS content. The rest was Macworld's and IDG Enterprise's original content.

That record number is up from 412,000 views in 2011, and 149,000 in 2010, both of which spanned the week that included CES.

During the same period Network World's YouTube channel by itself registered an all-time weekly high of more 544,125 views.

"The contributions made by the IDGNS team are extremely valuable for our own CES coverage," said IDG Enterprise Multimedia Content Editor **Keith Shaw**. "While our own team produced 15 videos at the show, the addition of the 27 videos by IDGNS helped us produce a larger set of coverage for the entire show and helped increase our YouTube subscriber base and brand recognition for the IDG Enterprise titles."

Most of the IDGNS video content came from IDGNS Multimedia Correspondent and Video Content Manager **Nick Barber** and Multimedia Correspondent **Kerry Davis**. Tokyo Bureau Chief **Jay Alabaster**, Deputy News Editor **James Niccolai** and U.S. correspondents **Agam Shah** and **Nancy Gohring** also contributed to the video portfolio.

The most successful IDGNS report was "Intel demos DX11 on Ivy Bridge-based ultrabooks," (http://bit.ly/xKVEyV), which got 293,000 hits during the week. Observers at CES found that Intel faked part of the demo, and the video was quickly picked up by blogs and Reddit, the user-generated news links site.

Another top IDGNS video, "Microsoft recaps 15 years in two minutes, autotunes Bill Gates," drew 26,000 views (http://bit.ly/yKkz76). "This was a simple repost from the keynote with no editing," Barber noted. "We got it up fast, which is important for linking and social media, but more importantly, it proves that not all video needs a lot of production time."

Following last year's debut, IDGNS again produced the IDG Daily, a two-minute look at the day ahead that serves to provide fresh video early in the morning and let viewers know what will be covered later in the day (http://bit.ly/wkkLej). Though this kind of video only has a 24-hour shelf life, Barber said he was pleased with the 500 to 1,000 views they pull in during that time.

Even more encouraging than the record number of views, Barber said, is that audience retention tracked between 65% and 95% throughout most of the reports, which YouTube calls "above average."

IDGNS' CES videos were also picked up by and posted directly on other IDG sites, such as PCAdvisor.co.uk, though it is not easy to tally a firm total number, Barber said. He guessed the total number of IDGNS' CES video views could be between one million and 1.5 million for the week.

To see the IDGNS reports go to www.youtube.com/networkworld and www.youtube.com/macworld.

Write to nick_barber@idg.com or kshaw@nww.com. WU

one on one the interview

Matthew Yorke
The president of IDG Global Solutions is this week's columnist. Reach him at matthew_yorke@idg.com.

> *"We are working very hard to keep IDG in a mobile leadership position. Most requests today are around mobile impressions or mobile site sponsorships. We also see more opportunity in having mobile as part of larger integrated campaigns."*

Q It's been about a year since the merger of IDG Global Solutions and IDG Strategic Marketing Services in the U.S. How's it going, and what are the benefits?

A It's been a fantastic year and a lot of fun. The two groups are working closer than ever and are doing a great job of representing IDG in all regions. We are very focused on covering the major accounts, being out in front of customers with innovation, delivering best-in-class proposals and sharing ideas and opportunities in real time.

There are some great examples of how this works on accounts such as Oracle (where we presented at both the EMEA and U.S. Oracle Worldwide Marketing Summits), Samsung, Dell (where we have a global contract and surging spend), HP on the Enterprise CIO Forum, Avaya and mostly recently Cognizant, where we serviced the account in New York and London to earn the win for IDG. In all cases we are leveraging our global footprint and sharing regardless of where the business will come from. That approach is in the best interests of our clients — and thus IDG — and coupled with the hard work and passion of our team helped us increase revenues by $14.7M in FY11, which flows through the various IDG business units around the world.

This year we are focused on consolidating the growth and building on that through even tighter integration, the creation of the global program development team under [SMS VP/Program Development Worldwide] **Jeremy Rueb**, tighter marketing integration aligned to our core messaging themes and more aggressive selling around innovation.

Q How important is custom content creation for clients, and what is IDG doing to meet those needs?

A I always like to say to clients that nobody creates more technology content (editorial and custom) in the world than IDG — nobody! That is a core competence and a real differentiator in the market. Content is the hook that engages users, and more and more clients are becoming publishers whether on their own sites, on mobile platforms, in video or even through events. But creating decent compelling content is hard, and then there is the challenge in today's social world of knowing how to distribute that content beyond your own borders. These are areas of expertise where IDG is leading the market, not just the technology market but the publishing market as a whole. Many of the international business units have formally created an SMS unit to focus on these marketing services opportunities, and we see content as a key component.

Q What sort of mobile offerings are our customers most interested in these days?

A Clients are very interested in mobile. It's coming up in more and more discussions and on RFPs. Although mobile is already a big market and growing very quickly, the reality is it's still quite small in advertising terms. We are working very hard to keep IDG in a mobile leadership position. Most requests today are around mobile impressions or mobile site sponsorships. We see more opportunity in having mobile as part of larger integrated campaigns — IGS won an award doing just that for Siemens. And in terms of specific sponsorships, we have closed almost $300K in iPad and Android tablet opportunities in the APAC region. I would encourage every business unit to keep talking to clients about mobile, because clients need help and will spend money on learning about mobile today.

Q The topic of your presentation at the Global Product Line Meeting was Innovation Drives Growth. Can you summarize some key points?

A Well, I cannot talk about GPL without mentioning the trauma of presenting in grey sweatpants and a grey tee shirt! [Ed.: IDG Denmark staff supplied casual clothes to the dozen or so employees whose luggage was misplaced on the way to Copenhagen.] With the event in Boston this year I can promise I will be better dressed if nothing else!

The point of my session was to reiterate how important innovation is for us to stay relevant with clients and to drive revenues. When you look around the company it's no surprise that the most successful units are highly innovative.

Some of the key points I tried to focus on were: 1) mobile, which is clearly the future and a very high-growth area (see the IDC 2012 predictions report in which IDC designates mobile/cloud as the 3rd platform doing what PC/client server as 2nd platform did to the world 25 years ago); 2) social media, which may feel old but all media is social now, and social is as important as search in terms of traffic and the impact on our business; 3) video, and the amazing work IDG TechNetwork has done with video in a short space of time. We know video and mobile are interconnected and clients want more video opportunities. And 4) data and the importance of exchanges and data in our business and marketing services, which is apparent in all the work SMS, CSG, Content Works and Tech Media Lab perform, i.e., the non-traditional media services work that is the glue for programs and helps us work with clients on a much more strategic level.

continued on page 6

DEMO brand extended to single-sponsor custom event

DEMO organizers have added a new component to the DEMO technology launchpad portfolio: DEMO Enterprise Disruption. The group's first small-scale vertical event on Jan. 5 produced big results for both DEMO and the event's sponsor.

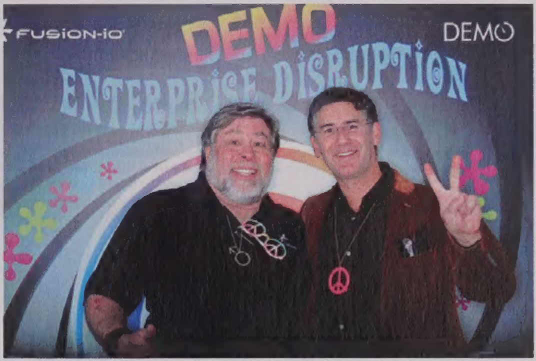
The one-night event at a San Francisco nightclub, produced in conjunction with DEMO 2007 alumnus Fusion-io, paid homage to the 1960s, "an era of change and disruption that celebrated innovation," said IDG Enterprise SVP/Events and DEMO **Neal Silverman**. It featured product demonstrations from three student-run enterprise companies and a DEMO alumnus, a panel discussion, a Fusion-io product demonstration led by the company's chief scientist and Apple co-founder Steve Wozniak, and a question-and-answer session with Wozniak and actor Leonard Nimoy.

Next-generation storage memory firm Fusion-io underwrote the entire event, according to Silverman. "They approached me about launching a product at DEMO, but our Spring 2012 event was too late in the year for them. So we came up with the idea for this custom DEMO. They could have just launched on their own but preferred to leverage the DEMO brand to attract more press and create an overall better experience for press and potential customers."

(L-r): DEMO Executive Producer ***Matt Marshall****, Fusion-io Chief Scientist Steve Wozniak and actor/photographer Leonard Nimoy had a wide-ranging discussion on topics that included artificial intelligence and automated translation services.*

Silverman said this was "a great opportunity for us to focus on a vertical market. It was done quickly and profitably and was a huge success. We'll look closely at doing similar events in the future."

The product demonstration portion of the evening was open only to members of the press and the venture capital community and drew 100 attendees. Following the established DEMO format, the three student companies, chosen by DEMO Executive Producer **Matt Marshall** from a pool of 50 applicants, were each given six minutes to present their enterprise products with no PowerPoint presentations allowed. DEMO 2010 alumnus Sococo brought the audience up to date on its progress with Team Space, an always-on group communication service for distributed teams, which it presented at DEMO Fall 2011.



STEPHEN BRASHEARS PHOTOS

Fusion-io Chief Scientist Steve Wozniak (left) and IDG Enterprise SVP/Events and DEMO ***Neal Silverman*** *blend in with the event's psychedelic theme.*

A panel of venture capitalists then discussed the products that had been presented and gave suggestions on the next steps the companies could take. Fusion-io executives and Wozniak gave a presentation on their firm's storage memory platform, which improves the processing capabilities within a datacenter by relocating process-critical data from centralized storage to the server where it is being processed.

The evening ended with an industry party for the local startup and DEMO communities. "Different and unique," according to Silverman, the event was streamed live on the Venture Beat site. (Marshall is also founder of Venture Beat.)

The flagship DEMO Spring and DEMO Fall have been taking place in the U.S. since 1990. The event has expanded to China, Singapore and Brazil, all of which showcase and celebrate disruptive, game-changing technology.

A DEMO Enterprise Disruption highlight video is at http://idg.me/wDH7ws. For details go to http://idg.me/A6uS7x or contact Neal Silverman at nsilverman@nww.com. WU

Upcoming DEMO events

DEMO Executive Producer **Matt Marshall** and the DEMO team will participate in the DEMO Innovation Tour during February and March, hosting meetings in venture capital offices with entrepreneurs who would like to be considered for a product launch at DEMO Spring 2012.

DEMO innovation TOUR

Entrepreneurs must submit an application for the 30-minute private meeting; 10 companies will be selected in each city. Those selected can also address a larger audience at the DEMO Tour party held on the same evening and open to the entire DEMO community of VCs, investors, media and PR professionals.

Tour stops include Palo Alto, Calif.; Boston, Austin, Tex., and Boulder, Colo. DEMO Spring will be held in Santa Clara, Calif., April 17-19.

Macworld revives screencasts for quick how-to tips

After a hiatus of more than a year, Macworld has begun posting weekly in-house-produced screencast videos again. The videos are increasingly popular; a December video on OS X screenshot tips was the fourth-most-visited piece of content on Macworld.com for the week it was posted.

Macworld VP/Editorial Director **Jason Snell** suggested bringing back the videos by reducing the amount of work required to create them, according to Senior Editor **Christopher Breen**. "The real impetus for us to do this is our desire to please and inform our readers," Breen said. "We've vowed to make them shorter and easier to produce."

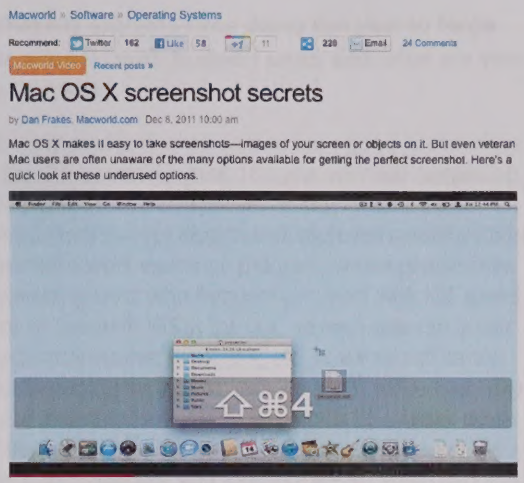
Macworld stopped producing weekly videos in April 2010, Breen said. At that time Macworld had five different editors producing videos on a rotating schedule. The videos were mostly tips or reviews; nearly all of them incorporated both live action and screen captures and could take as much as two days to produce. "When we examined the amount of time it took to produce videos and the return we got from them, we felt it would be better to spend our time elsewhere," Breen said.

The new Macworld video tip rotation features seven editors (see sidebar top left) and a streamlined format that reduces the impact of the videos on the editorial staff's workload by emphasizing screen capture and not requiring editors to appear on camera. Videos are posted on the site every Thursday, and each member of the team chooses his or her own subject matter, with topics coordinated via a shared Google Docs spreadsheet. Recent topics include DVD ripping, creating custom iPhone e-mail alerts, iTunes keyboard shortcuts, creating custom iPhone alert sounds, Mac OS X screenshot secrets, sharing files with Dropbox, configuring Mail rules and joining audiobook tracks in iTunes.

The traffic a video receives depends on the topic, according to Breen. The OS X screenshot tips video did well on Macworld.com and on Macworld's YouTube channel; it was among Macworld.com's top 10 stories of the week when it was first released.

The Macworld team chose to make the majority of the videos tips-based. "We want to leverage our unique and in-depth knowledge of Apple's products to help our readers get better use from their technology," he said. Macworld will occasionally do first-look videos of a new piece of hardware, such as a new iPhone or iPad as "an insight into the usefulness of the device or product."

Most videos run approximately four minutes. "We want the videos to be nuggety — solid information that doesn't take a lot of time to convey," Breen said. "Shorter videos are not only easier to produce, but they're easier to absorb."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Mac OS X screenshot secrets

by Dan Frakes, Macworld.com Dec 8, 2011 10:00 am

Mac OS X makes it easy to take screenshots—images of your screen or objects on it. But even veteran Mac users are often unaware of the many options available for getting the perfect screenshot. Here's a quick look at these underused options.

The videos posted on Macworld.com come with a complete written transcript of the video. Not only does this make the content more accessible via search engines, which generally excel at searching through text, not videos, it also serves as a reference for users.

Macworld's videos are posted directly on Macworld.com, to Macworld's YouTube channel (http://www.youtube.com/macworld), and to a podcast feed (http://feeds.macworld.com/macworld/video/) that's also available via iTunes.

"The YouTube connection is both technical and financial," Breen said. "We offer a standard-definition version of the video from our site for download that is encoded for small-screen devices. We serve that version, and because we're paying for that bandwidth we make those videos small. However, we also want to be able to offer the videos in 720p high-definition. YouTube allows us to do that for free, so we include the YouTube embed for that version. We provide a link to our YouTube channel as a courtesy to our readers/viewers. It's easy to find all our video content within the channel, and we'd like people to enjoy it.

Because of the care Macworld puts into the videos and the quality of the content, Breen said he believed the Macworld videos compare "more than favorably" to similar YouTube content. "I don't think we've received a single negative rating on YouTube for any of our videos, which, given the general snarkiness of the YouTube crowd, says a lot for the quality of what we produce," Breen said. "We hope that placing these videos on YouTube will convince the people who view them to visit Macworld.com, thus increasing overall traffic."

Write to Christopher Breen at cbreen@macworld.com. WU

Screencast production

Macworld's video team is made up of Senior Editor **Christopher Breen**, VP/Editorial Director **Jason Snell**, Senior Editor **Dan Frakes**, Editor **Dan Miller**, Senior Associate Editor **Dan Moren**, Staff Editor **Serenity Caldwell** and Staff Writer **Lex Friedman**. "We may add more people depending on their interest," Breen said.

Each member of the team is responsible for the production of their video. The team has a few general standards, Breen said. "We use Telestream's ScreenFlow for screen captures and iMovie for titles, and we ask for both standard- and high-definition versions. We want the videos to have a similar look and production quality, but each member is allowed to use whatever tools they like to achieve that end."

Production time is now down to half a day from the previous two days. "A couple of us have more experience with screencasts than the others," Breen said. "I expect that by the time we finish the next round of videos everyone will be turning around their screencasts in that amount of time."

Screencast vs. video

According to Macworld Senior Editor **Christopher Breen** there is a difference between screencasts and videos.

"A screencast implies that all or the majority of the video is a computer-screen motion capture, rather than live video you'd capture with a camera. So screencasts would be a subset of videos. Screencasts are always videos, but all videos aren't screencasts."

noteworthy people

New employees

Graham

Marlene Graham joins **IDC Canada** as an analyst with the Infrastructure Solutions Group. Previously a sales analyst with ON Semiconductor's Medical Business division, she holds a B.S. in electrical engineering from the University of Manitoba. In her free time she enjoys playing the violin, baking, gardening and volunteering. *mgraham@idccanada.com*

IDC has hired **Mike Thorp** as a senior account executive with its Government Insights group. He was previously a senior consultant and account executive with iDox Solutions, a business process management consulting and solution provider. A graduate of James Madison University in Harrisonburg, Va., he holds a B.A. in music performance and education. A saxophone player, he tries to keep active in the music business. He also enjoys European travel with his wife. *mthorp@idc.com*

LYNN HOLMLUND

Davis

New at **IDG Enterprise** is Marketing and PR Specialist **Heather Davis**. She was previously operations coordinator at Bentley University where she received a B.S. in marketing. In her free time she enjoys travel, baking and shopping. *hdavis@idgenterprise.com*

IDG WORLD UPDATE

Grilli

IDG Consumer & SMB has hired **Randall Grilli** as consumer marketing manager; he will be in charge of marketing PCWorld and Macworld digital products including Superguides, iBooks, Macworld Insider, apps and digital subscriptions. He was previously with ECOtality as director of communications. He holds a B.A. in philosophy from the University of California/Santa Barbara and an M.A. in public administration from California State University/Chico. He enjoys running and travel. *rgrilli@pcworld.com*

Transfers

Fily-Chenebaux

IDC France welcomes Business Development Director **Helene Fily-Chenebaux**, who was previously sales director at IDG's French publishing partner IT News Info. She will be in charge of developing large strategic accounts, among them IBM France, Bull, Dell France and HP France. Now with IDG 24 years, Fily-Chenebaux began her IDG career at IDG France as a sales manager. Outside the office she enjoys walking, reading and singing. *hfily@idc.com*

All business units are welcome to send information for the Noteworthy column to world_update@idg.com.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to see a quick snapshot of what's happening at IDG business units around the world.

Any employee can send in a photo of just a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

One on one

continued from page 3

Q What has IGS/SMS been doing this year to forge closer alliances with business units, and what are your plans for 2012?

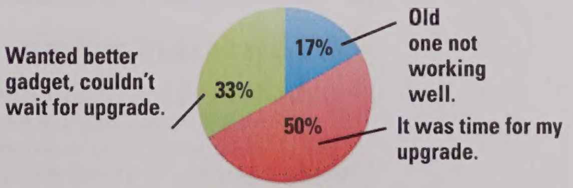
A We have always worked hard to have good relationships with the IDG operating units. This year we have ramped up our efforts with several initiatives at IGS, including proactive quarterly market reports and improved communication. We created a work exchange program, where people from IDG operating units who frequently interact with IGS spend a week or two with IGS in the U.K. so each side can better understand pressures, workflow, etc. so we can all better serve external customers. At SMS we are in touch every day with our internal clients. What we aim to do is break down any "them and us" misconceptions. Our numbers are the business unit numbers, and together we are much stronger. I think over the past few years we have progressed to the point where we all feel like part of the same IDG sales team, and that's really important.

Q What are your areas of focus for FY12?

A We are currently very focused on ensuring our product portfolio and roadmap stays relevant and market-leading. Even though Mobile@IDG was only released in September, we are looking at how we can add to it around smart tags, etc. Data has been a real focus and we are just about to release the TA360 [targeted accounts] program that [Strategic Marketing Services SVP] **Charles Lee** heads up. It's typical IGS /SMS innovation: take the learnings from programs, figure out how to standardize it across IDG and allow for workflow issues, give it a brand, logo, launch and promote. We are very excited and think that for those bigger clients with a focus on a small base of accounts this is going to help drive revenue for IDG. Lastly, we are extremely pleased with the Q1 performance of our Performance Optimization Group that has exceeded plan and quietly sits at the heart of almost all our programs. WU

Question of the Week results for Jan. 16

Why did you switch to your most recent mobile phone?



Log on to www.idgcentral.com to vote on this week's question: **What do you think of Wikipedia's, Reddit's and Google's (among many others) partial or total blackout of parts of their sites to protest the antipiracy bills currently being considered by the U.S. House and Senate?**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Renee Pierce *IDG Corporate Services Group*

28

Thomas Bergerskogen *IDG Norway*
Mark Winther *IDC*

25

Claudette Sears *IDG Research Services*

20

Morten Christensen *IDG Norway*

19

Shane Rau *IDC*
Laura Nurzynski *IDC*

18

Cathy Garland *IDG Corporate Services Group*

17

Richard Bailey *IDG U.K.*
Paul Krill *InfoWorld*

14

Kevin Ebmeyer *CXO Media*

13

Daniel Sjöholm *IDG Sweden*

12

Margaret Dings *IDC*
Shirley Chua *IDC Singapore*

11

Jon Thore Thorstensen *IDG Norway*
Karen Moser *IDC*

9

Mike Gee *IDG Australia*
Kjell Christian Klausen *IDG Norway*
Cecilia Löwenadler *IDG Sweden*
Fumiaki Azegami *IDG Japan*
Lisa Schmeiser *InfoWorld*

8

Stacy Crook *IDC*

7

Gary Crandall *IDG Corporate Services Group*
Jason Holman *IDC*
Veryl Wilcox *IDC*
Jill Feblowitz *IDC*
Rueben Miller *IDC*
Christopher Picanso *IDC*

6

Nicola Halpin *IDG Australia*
Alison Brooks *IDC Canada*
Matthew Davis *IDC*
Terry Hou *IDC China*
Thomas Zhou *IDC China*

5

Jørgen Bakke *IDG Norway*
Kjetil Aaavik Gogstad *IDG Norway*
Joanna Golaszewska *IDG Poland*
Christian Montminy *CXO Media*
Sean Nakamura *IDG Enterprise*

4

Kirsti Østvang *IDG Norway*
Jan Andreas Knudsen *IDG Norwary*
Russell Kearney *PC Advisor*

2

Jocelyn Galan *IDC Mexico*

1

Amie Lane *IDG U.K.*
Fiona Macrae *IDC U.K.*
Kanupriya *IDC U.K.*
Sherry Brecher *IDG Tech Network*
Naveen Chander *IDC*
Sven Lohse *IDC*
John Wainwright *IDC*
Troy Haddox *IDC*
Dustin Kehoe *IDC Australia*
Xiao Zhao *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Peacock Awards

continued from page 1

workload scheduling and automation software."

Turner has authored or co-authored more than 40 IDC research publications in each of the past two years, serving as lead author on more than half of them. She is sought out by clients for strategy sessions on product and marketing directions and programs.

Turner was also named the 2010 Analyst of the Year, an award that is voted on annually by IDC's clients at its Global Research Advisory Council and recognizes one analyst each year for outstanding service during the prior year.

Gilliam joined IDC's Manufacturing and Retail Insights group in February 2005. Over the past year, she has successfully managed more than $2 million in consulting revenue, including a number of high-profile projects for Insights' growing end-user business and major key vendor accounts.

Two of the most important examples, according to her nomination, are the General Motors IT Innovation program and the Hewlett-Packard Sales University project.

"The GM IT Innovation project was awarded to IDC based on the past success of the IT benchmarking projects, which Ashley has managed for the past five years. Her leadership on this project was critical in identifying a cross-IDC team from Insights, Business Value and Technology analyst community, facilitating innovation brainstorming sessions with the analyst teams and providing the necessary direction for each group."

HP's Sales University is one of the most highly visible programs within its sales organization, the nomination noted. The training program delivered by IDC was part of an effort to transform HP's sales force from being viewed as a limited commodity technology sales team to a team of trusted advisors. "It was Ashley's incredible client relationship skills and program management skills that have made this program an enormous success with HP," read the nomination. "She has needed to identify and provide direction and leadership to dozens of analysts across the entire IDC landscape including internationally to support the development and successful delivery of this program."

For more information on the Peacock Awards, contact HR Project Manager ***Michelle Hockman*** *at mhockman@idc.com.* WU

Peacocks honor professional excellence

IDG Chairman **Pat McGovern** established the Peacock Awards in 1985 to recognize exceptional research quality in honor of the accomplishments of **Jim Peacock**, an IDC vice president for 15 years until his death in 1981. The award is given to employees who exemplify Peacock's professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients.

IDC's vice presidents and senior vice presidents nominate employees for the award, and IDC President & CEO **Kirk Campbell** makes the final selections.

celebrating 10!

Name
Bingchen Wang

Home
Beijing

Joined IDG
September, 2001

Career path since joining IDG
September 2001-April 2003, Chief Test Engineer, China PC World.
May 2003-February 2005, Deputy Director, Testing Lab, China PC World.
March 2005-January 2007, Director, Testing Lab, China PC World.
February 2007-January 2011, Assistant to Editor-in-chief & Director of Testing Lab, China PC World.
February 2011-present, Deputy Editor-in-chief and Director of the Testing Lab, China PC World.

Current title
Deputy Editor-in-chief and Director of the Testing Lab, China PC World.

What's kept you at IDG for 10 years?
I want to accomplish something in my life, something I really like.

What's the most memorable thing that's ever happened to you at work?
I received a very nice recognition from a U.S. client. When Cloudmark first came to China, they asked for a product report from our lab. When they got the report, the U.S. boss said, "The testing standard of China PC World is exactly the same as that of PCWorld in the U.S." He later invited me for lunch during his next trip to China.

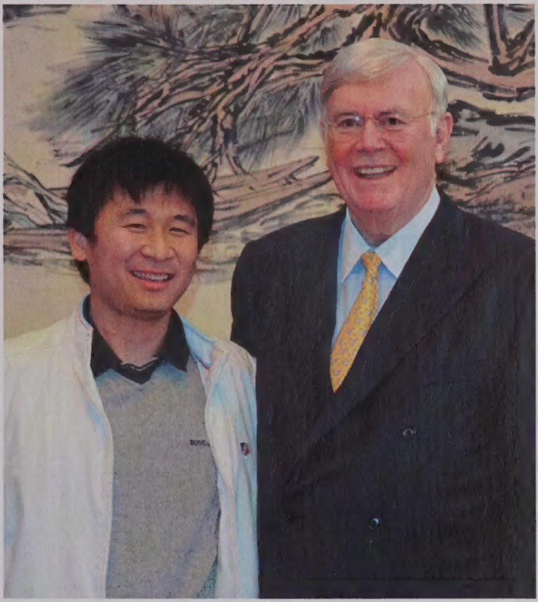
Of what accomplishment at work are you most proud?
I, as the technical engineer, joined China Software Testing Organization Federation on behalf of China PC World.

What talent do you wish you had?
The ability to handle the overall control of a large project.

Favorite way to work off stress
Sleeping and skiing.

Interests outside the office
Traveling and playing table tennis.

Family
My wife Zhou Yao and my 2-year-old son Wang Haoxuan.



China PC World's ***Bingchen Wang*** *joined IDG Chairman* ***Pat McGovern*** *at a dinner honoring his decade of service to the company.*

Do you have pets at home?
A Persian cat named Dami.

What did you want to become when you were a child?
A person who knows kung fu (martial arts) well.

If you won the lottery tomorrow, you would
I would help my family members live happier, healthier lives; I would share my happiness with my friends; I would help people around me realize their dreams.

What you'd grab if your house were on fire?
My family.

Favorite vacation spot
There are so many places like Tibet, Dubai, and the Alps.

Favorite movie
Ghost.

Your idea of a perfect day alone?
Walking in the countryside.

Retirement dreams?
Getting involved in charity work.

Manager's profile
"Mr. Wang is a considerate person who is always willing to help others at any time. Even during the most stressful time every month before deadline, he is always the happiest person in our team, making us feel calm and confident."

— *Linxin Li, vice president, PC World China*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Nick Barber *IDG News Service*
Christopher Breen *Macworld*
Michael Friedenberg *IDG Enterprise*
Michelle Hockman *IDC*
Karen Ren *IDG China*
Neal Silverman *IDG Enterprise*
Jason Snell *Macworld*
Matthew Yorke *IDG Global Solutions*
Jennifer Xu *IDG World Expo China*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

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WWW.IDGCENTRAL.COM

IW investigation uncovers serious flaw in Oracle database

Threat to businesses averted as Oracle issues patch in response to story

> ***"Kudos to InfoWorld....Such in-depth and professional journalistic research is so rare in today's instant-gratification world of tech-meme-fueled technology reporting. This is a hugely significant story. Fortunately the team at InfoWorld had the courage and the patience to invest in ferreting out the truth."***
>
> ***— ZDNet***

In an age of citizen bloggers and self-proclaimed experts, old-fashioned, well-researched journalism is alive and well at InfoWorld. The San Francisco-based site's "Fundamental Oracle flaw revealed" provides an in-depth look at a serious Oracle database problem that can threaten large businesses. The story, posted on Jan. 17, is already InfoWorld's No 2 story for the month. The original story and a follow-on with new information and developments have logged more than 240,000 page views to date and garnered extremely positive reader feedback, including high praise from a competitor.

In November, InfoWorld Editor-in-chief **Eric Knorr** was contacted by an anonymous source about a flaw in the Oracle database that allowed the time stamp applied to every database transaction to be moved forward artificially, potentially making the database — and any databases connected to it — unstable. "InfoWorld has a long history of reporting on technical problems, as well as a place in IT culture," Knorr said. "It's where techies can go to complain about issues to other techies and feel confident they will be understood."

Knorr assigned Contributing Editor **Paul Venezia** to the story "because he has a deep, hands-on understanding of IT and proven instincts as both a technologist and a reporter." Venezia and Knorr worked together for two months researching this complex story, confirming the validity of the flaw and talking with 20 expert sources (only one within the famously litigious Oracle) about the potential damage it could cause.

"Once we felt we fully understood the flaw and recognized we had a real security issue on our hands, we felt obligated to tell Oracle about it," Knorr said.

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Inside this issue

IDG News Service launches app review video for business unit use *page 2*

One on one: IDG Enterprise President & CEO Michael Friedenberg *page 3*

PCWorld's Chris Hanen crosses U.S. by bike *page 5*

and more...

CIO Turkey awards program plans expansion in 2012

Bolstered by its successful second annual awards program last month, the staff of CIO Turkey is looking ahead to an expanded program in December 2012.

Some 200 guests, most of whom were CIOs and the rest IT company executives, attended the gala evening on Dec. 22 in Istanbul, which was organized by the IT division of IDG's local publishing partner, Dunya. Ten sponsors participated, led by Turkcell Superonline at the platinum level and Hewlett Packard at the gold level.

CIO 2011
PLATIN SPONSOR
TURKCELL
SUPERONLINE
CIO
2011

*Dunya CEO **Erdem Top** (seventh from right), representing the parent company of CIO Turkey, Director of IT Publications **Murat Yildiz** (fifth from right) and **Ercan Arslan**, editor-in-chief, CIO (right), with the CIO Awards winners.*

The 12 CIOs honored in the main awards program emerged as winners in a six-month process that began with a basic form on the CIO Turkey website. Of the 200 applicants, CIO Turkey editors asked 140 to provide details about IT projects such as goals, budgets, ROI, applications, partner companies and innovative approaches. An eight-member jury of external IT experts selected the honorees from the 90 companies that submitted full profiles.

Two other CIOs were recognized that evening for more than 20 years of valuable contributions to the

continued on page 7

in brief newsworthy

IDG Enterprise employees honored for outstanding contributions in FY 2011

IDG Enterprise President and CEO **Michael Friedenberg** this month presented the IDGE President's Award employee recognition honors during the group's company meeting in Framingham, Mass. The annual awards are given to employees who demonstrated teamwork, exemplary service, collaboration, quality and results during the previous calendar year.

All IDGE employees can nominate up to three fellow workers. The nominations are reviewed by the IDGE Executive Committee. The top three finalists are then selected by Friedenberg.

Receiving President's Awards for outstanding teamwork and contributions in 2011 were the following:

- **Mary Lester**, executive director, Art and Design, IDGE Editorial. "Mary Lester is a creative genius," read one of her nominations. "The value she brings to any project goes well beyond the visual. She is generous with her time and expertise and is able to give design counsel like no other. She is passionate about good design and she makes IDG Enterprise — and the people she works with — look good."
- **Anne McCrory**, VP, Marketing and Content Strategy, IDGE Events. "Anne works with every department to pull together top-notch events. She's universally respected and is a great ambassador for events. She's highly knowledgeable in different market segments and technologies and freely shares her insight. Her events are filled with quality speakers and get top-notch scores. She's a great example for us all."
- **Andrew Palermo**, online operations product placement specialist. "When I see Andrew on my LeadAccel campaigns I know everything is going to be a breeze. He deserves this award for his hard work and dedication to IDG, his professionalism with clients and fellow employees and for the high-quality results that he produces. From the beginning to the end of each campaign he manages he gives 110%."

For more information contact IDGE SVP/Human Resources Patty Chisholm at pchisholm@idgenterprise.com.

LYNN HOLMLUND

*(L-R): **Michael Friedenberg**, president & CEO, IDG Enterprise; **Andrew Palermo**, online operations product placement specialist; **Mary Lester**, executive director, Art & Design, IDG Enterprise Editorial; and **Anne McCrory**, VP, Marketing and Content Strategy, IDG Enterprise Events.*

IDG News Service launches app review video for business unit use

The IDG News Service last week debuted its new mobile app review show, IDG App Review, intended to point users to some of the most useful apps available for today's mobile devices. Each two-minute show will be available on the IDG News Service news wire about once every two weeks, according to Multimedia Correspondent **Nick Barber**.

"Eventually we'd like to provide the show every week," said Barber. "But right now we're working on streamlining the work flow first."

Barber hosts and produces the show and hopes that its content and high production values will make it appealing to IDG business units that can offer it to their own audiences. The show reviews both free and paid apps.

In the first episode Barber looks at a variety of travel-related apps and offers his thoughts on which are worth a traveler's money and/or time.

"In the past, we tried doing app reviews with screenshots and a voiceover, but they lacked energy and didn't generate a lot of user interest," Barber said. "With this new video format, we tried to create more engagement."

Down the road, Barber hopes that viewers will get involved, providing both suggestions for apps to review as well as reviews of their own that could be incorporated into the show.

"At the end of each show we encourage viewers to tell us about apps they like or want to try and hopefully that could grow into viewers providing us with content."

Although the videos are produced in English, Barber said that going forward, if the apps reviewed are available in multiple languages, "we will try to make our viewers aware of that."

The IDG News Service also produces the weekly World Tech Update, which provides a roundup of the week's top tech stories from around the world and has become a regular feature on a number of IDG sites.

Barber welcomes suggestions and comments on the show. Email him at nick_barber@idg.com.

Latest Video
IDG App Review

IDG App Review, Episode 1 - Travel apps

more videos

the interview

one on one

Michael Friedenberg
The president and CEO of IDG Enterprise is this week's columnist. Reach him at michael_friedenberg@idgenterprise.com.

> ***"We are seeing a major trend in our market where our customers are becoming publishers themselves. While we can look at this as a competitive threat, I would prefer to look at it as a tremendous opportunity where IDG Enterprise's leadership, market understanding and unique value position can offer our customers a number of 'customized' offerings that appeal to their media and marketing needs.***

Q **This month you won the Chairman's Cup for overall outstanding performance during FY11. Can you talk about some the activities/ accomplishments at IDG Enterprise last year that led to your winning this award?**

A As **Pat McGovern** always says — and it is so true — the first thing is always people. I am so proud of the IDG Enterprise team. The talent, passion and drive to excel in everything that we do continues to propel us to new heights. We have constructed a customer centric organization where we listen carefully to the needs of our audience so we can create innovative programs which deliver results based on expectations and goals. Using this approach, as well as the innovative spirit of our team, IDG Enterprise has launched numerous new programs including Knowledge Vault, CommunityWorks, CITE (Consumerization of IT in the Enterprise Conference), TechBriefcase, Insider premium content on our sites, SmartAds like the catfish and video IMU, CIO Executive Council Peer Intelligence Program and Pathways portal...the list can go on and on. Additionally, and I can't emphasize this enough, that operational excellence is strategic. It develops trust across the entire organization and it is the building block to then try new things. Our ability to execute on our goals has been exceptional, and that credit goes to everyone at IDG Enterprise and all the groups we partner with inside of IDG, especially IDG Strategic Marketing Services. Overall, 2011 was a very special year and I know it is just a foundation of better things to come in 2012 and beyond.

Q **You spend a lot of time with customers. What are the most important themes you are hearing in the enterprise space for 2012 and what is IDG Enterprise doing to position itself to address those customer needs?**

A First, from a reader/user perspective, the hot technology trends are mobile, consumerization of IT, big data, cloud, social and security. These trends are driving an increase in IT spending between 3.7% and 6.9%. The IDG Enterprise editorial and events teams are working to provide resources on these topics from deep-dive articles, Digital Spotlights and product reviews to seminars and conference tracks, educating our audience on how the latest trends can build efficiencies within their company. Even though the economy is still choppy, IT continues to be an area of investment because it can reduce expenses or increase revenue for companies.

The topics that are driving IT investments align with the areas in which our vendor customers and prospects are looking to become the market leaders. Our advertisers are modifying the approach they are taking when discussing technology trends. Recent wins have shown a shift from pure lead generation campaigns to a mix of branding and demand generation. This combination is fueling new growth areas of our business like marketing services, mobile, social, video, and data services, which I discussed in detail on eMediaVitals.com earlier this month. Between these growth areas and our core revenue streams of digital, events, print and the CIO Executive Council, IDG Enterprise is positioned to be the strategic resource for advertisers' who want to reach the premier senior IT audience.

Q **What do you think will be the growth areas for your business in the coming year?**

A Our audiences continue to embrace new technologies and social media and react positively to sophisticated and targeted content. This provides media producers and marketers the opportunity to engage their target audience using the technologies that they are spending time with. As stated above, growth will continue to come from marketing services, data services, demand generation, video, mobile, social, events and the CIO Executive Council. In 2011 we launched several programs that fit within these categories and we plan to innovate within those with new programs that use the strength of our award-winning editorial and brand names, that our reader audiences trust, and distribute this content in new formats from our digital and custom solutions teams.

Q **You recently hired Tom Rousseau as VP Alliance Solutions. What is the reason behind this new hire?**

A We are seeing a major trend in our market where our customers are becoming publishers themselves, with the goal of owning the entire customer ecosystem. They are creating their own content, building rich and engaging websites and holding massive user events. While we can look at this as a competitive threat, I would prefer to look at it as a tremendous opportunity where IDG Enterprise's leadership, market understanding and unique value position can offer our customers a number of customized offerings that appeal to their media and marketing needs.

One of the core areas that we see more and more marketing dollars shifting toward is the Alliance Partner marketing organization. Alliance Partner Programs — providing value and marketing support

continued on page 6

InfoWorld investigation

continued from page 1

"This is standard procedure in the security research community; it's just unusual for a publication to do it." Knorr said Oracle provided "some useful information once it understood we were onto something."

InfoWorld held the story at Oracle's request until Oracle could provide a patch that would protect its customers' databases from destabilization, either non-malicious or malicious.

"We didn't want to introduce a new attack vector without a patch being available," Knorr said, "even though we withheld the details of how an attack might be executed. If Oracle had ignored us or dragged its feet, we might have followed the security researcher's Plan B — disclose the flaw to force the vendor to confront the problem, because the risk to customers exists whether the vendor recognizes it or not. But we never had to go there. Oracle worked hard and released the patch quickly."

Asked how often InfoWorld does this sort of deep investigative reporting, Knorr said, "I feel as if we are doing investigative reporting every time we do an enterprise product review. Not many people know the real-world issues pertaining to, say, cloud orchestration or distributed storage tiering, but contributors like Paul Venezia do."

Knorr acknowledged that well-researched investigative stories like InfoWorld's are rare in IT journalism today because of the high reporting costs and the business risk to a publication. In addition, he said, "there are simply not that many opportunities to get a scoop that explores at high magnification the interaction between a huge enterprise product and its customers. Plus, the technical demands of a story like this are very high, so you have to be confident in your author. We have a very high level of confidence in Paul, and he took this story and ran with it."

According to Knorr, InfoWorld readers have been "very generous" in their comments. "I think the response has been so positive in part because Paul made a technical story such an exciting read," he said. "The interesting thing is that InfoWorld emphasizes analysis over reporting. But if it's a technical topic, and you can do the deep technical analysis, suddenly it can become breaking news you're not likely to get elsewhere."

> ***"The technical demands of a story like this are very high, so you have to be confident in your author. We have a very high level of confidence in Paul, and he took this story and ran with it."***
>
> ***— Eric Knorr, editor-in-chief, InfoWorld***

The New York Times linked to the story, and InfoWorld's competitors have also praised the effort.

Said ZDNet (at http://idg.me/w2qcty): "Kudos to InfoWorld for researching and breaking its story about the sudden-death vulnerability built into every Oracle database....Such in-depth and professional journalistic research is so rare in today's instant-gratification world of techmeme-fueled technology reporting.... This is a hugely significant story and although the majority of tech coverage today is simply asleep at the switch when it comes to the really important topics, fortunately the team at InfoWorld had the courage and the patience to invest in ferreting out the truth of this story."

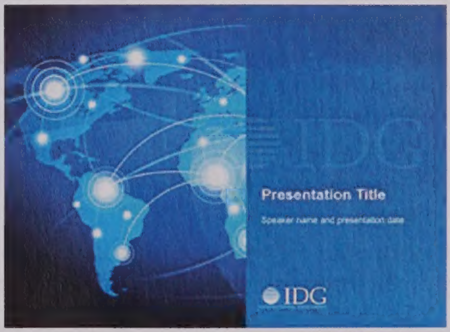
To read the story go to http://idg.me/wlOeYe. For more information contact Eric Knorr at eric_knorr@infoworld.com. **WU**

IDG presentation templates are available on IDG Central

Need something new for your PowerPoint deck?

Five presentation templates that complement the motifs in the 2012 IDG Media Kit are on IDG Central. On www.idgcentral.com go to Resources, then Corporate Communications and IDG Presentation Templates.

Other resources available through the Corporate Communications page are the IDG Sizzle Reel; online ad units for Think Tech/Think IDG, Amplify, Mobile@IDG, IDG Connect and IDG TechNetwork; and more than a hundred digital resources such as logos, photos and other graphics for business units to create customized versions of the IDG media kit for their markets.



offline for fun

PCW's Chris Hanen a 'spokes' man for cross-country adventure

During one three-month stretch last year, PCWorld Ad Trafficker **Chris Hanen** nearly froze to death, fended off (mostly successfully) vicious dog attacks in the mountains of Appalachia, consumed what he guesses was a ton of insects, led a herd of bison near Yellowstone National Park, and lost 13 pounds. And that's just a fraction of the experiences he racked up during the 88 days he spent cycling across the country.

Hanen camped out about 20% of the time. "A warm bed, hot shower and a large pizza proved an irresistible combination most nights."

Hanen, an experienced cyclist who has been commuting to work in San Francisco for 15 years (which "makes me practically immortal" he joked) had undertaken a number of week-long rides through British Columbia, along the old Pony Express route in Nevada and a few others before he decided to quit his old job and embark upon his cross-country adventure.

"My goal," he said, "was to smell as much of the U.S.A. as possible. If you ever get the chance, smell a box of crayons. You'll instantly recall how it felt to be 6 years old. After this trip, I can smell a moldy oak leaf and recall entire hardwood forests."

His 4,600-mile route, which began in May in Florence, Oregon, and ended 88 days later in Yorktown, Virginia, took him through 10 states and into countless small towns and memorable encounters with numerous individuals — human and otherwise. There was 90-year-old June Curry the "Cookie Lady" who offered free accommodations and homemade cookies to cyclists. And the retired police officer, now a security guard at Monticello, who gave Hanen a free tour of Thomas Jefferson's home. And then there were those bison.

HOOSIER PASS
ELEVATION 11539 FEET
NTINENTAL DIVIDE
OCEAN
PACIFIC OCEAN
WHITE RIVER
National Forest

***Hanen** completed the 4,600-mile ride in 88 days.*

"It was afternoon and I was in Wyoming on the highway that leads into Yellowstone National Park," Hanen recalled. "I'd been riding for a couple of hours when a convoy of sheriffs' vehicles came roaring up the highway and then parked themselves all along the shoulder, blocking the side roads and exits and cutting off traffic in both lanes. From out of the woods, a giant cloud of dust rolled onto the road, and then a herd of bison appeared from the dust like a magic trick. The herd came trotting up the road behind me, and for a couple of minutes I was their leader, with the way before us cleared of all vehicle traffic, and with a private police escort. Then the herd went back into the woods, and I reverted to being a nerd on a bike."

Hanen said he had planned on camping for much of the trip, but ended up spending most nights inside some sort of structure — either an inexpensive motel or a church or "sometimes farmers would have 'cyclist camping,' which could be anything from a square of grass to a four-bedroom guest house." Campsites, he discovered, "are usually far from food, and biking 75 miles a day makes you awfully hungry. A warm bed, a hot shower and a large pizza proved to be an irresistible combination. There were lots of places where there was no lodging, however, and in those places you'd just have to set up camp in the woods and eat beans."

Living for three months with only the things you can carry on your bike certainly helps clarify which things are really essential, Hanen said. "I had four panniers separated into clothes, camping gear, food and miscellaneous. My sleeping bag was tied on top of my panniers, along with six liters of water."

It was the very limited supply of clothing he carried along with his own bad judgment that nearly ended his adventure early on. "I was in Montana and it was cold and raining. "I was too stubborn to flag down a passing car and ask for help while I was still relatively okay and later, when I wasn't okay, there weren't any cars around. Being a modern person with GPS and an iPhone and all that, it comes as quite a shock to realize that you could die from not being able to communicate with anyone."

Despite riding alone, Hanen said he was rarely lonely. "I'd see other cross-country cyclists about once per day, and got to know the people traveling the same route. There was a mom and daughter team, three brothers from Oregon, a retired Navy guy, and two fraternity brothers who I'd run into fairly often, among others." In addition, he met people in towns who were "often chatty, and I listened to a lot of audiobooks, took a lot of photos, and spent the evenings updating my blog to pass the time. I was pretty busy."

To read Hanen's blog (where you can learn more about the Dog Wars of Kentucky) visit http://chrishanen.blogspot.com/. WU

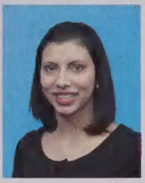
noteworthy people

Promotions

IDG Connect Europe VP **Matthew Smith** has been promoted to managing director of IDG Connect International. "When he joined the company in 2008 the position was more of a sales role or commercial director, as leaders in the U.K. are more commonly known," said **John O'Malley**, IDG Connect CEO. "That title is in no way reflective of Matt's true contribution to our success. It was the terrific experience Matt brought as a digital publisher that led to many discussions on things that were possible and sometimes seemed impossible, given our revenue and relative position. This knowledge, when added to a growing pool of great talent, has helped our transition from a U.S.-based e-mail/newsletter business into one of the fastest growing IDG companies two years." *matthew_smith@idg.com*

New employees

Noor Manji joins **IDC Canada** as a marketing and client services specialist; she was previously a marketing analyst at WIND Mobile. She holds a B.A. in political studies from Queen's University in in Kingston, Ontario, and enjoys squash, reading and music. *nmanji@idccanada.com*



Manji

Returning employees

Previously a research director with IDC's Vertical Research group, **Eileen Smith** returns to **IDC** as program manager, Global Technology and Industry Research, managing the service's vertical view program. She holds a B.A. in business administration from Indiana's University of Notre Dame and an MBA from Boston's Northeastern University. She enjoys spending her free time with her husband and children, ages four and six months. *esmith@idc.com*

Transfers

Glover

Previously senior director, Strategic Marketing Services with IDG Global Solutions in the U.K., **Lisa Glover** is now director of marketing and program development with **IDG Australia**. She will work with the sales teams to build new business lines localized for the Australian market. **Davy Adams**, managing director of IDG Australia said, "I am keen to increase the number of U.S. and U.K. expats working in Australia, and I'm always on the lookout for experienced people." Glover said her first job will be to present at an event for marketing executives about "the changing world of IT media and new ways of reaching and engaging with their target audience. I will focus on mobile, social, video, virtual and the ever-changing sophisticated online solutions." *lisa_glover@idg.com.au*

All business units may send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Change auto-generated IDG Central password to a user-friendly version

If you want to create a more easily remembered IDG Central password, here's how: Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts to create the password of your choice.

While you're on the My Profile page, add a profile photo and biographical info and add to the "What are you working on?" feed.

One on one

continued from page 3

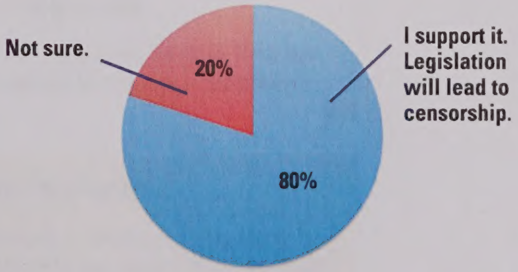
to their partner ecosystem — is an important initiative with separate marketing dollars attached. But these efforts can also be time-consuming to execute effectively, and this is an area that is perhaps understaffed. Given the need for awareness and education, we feel that our portfolio of marketing services can help define and enable their go-to-market strategy. Bringing Tom back to IDG allows us to have someone who is 100% focused on this opportunity that can help fuel the rest of the IDG Enterprise sales organization that is doing a tremendous job of selling to corporate, product, program and field marketing.

Q How is the market reacting to the 4C strategy that was launched a year ago?

A Over a year ago, we set out to redefine the value proposition that we offer our customers. Based on that exercise we defined a new strategy that we call our 4C methodology. With this strategy IDG Enterprise offers content, community, conversation and conversion solutions to our customers. This strategy allows us to focus on product development and provides us a unique voice in the market that shows how we can unite quality content, premium audiences, social engagement and demand generation solutions. While we excel in each category, the magic and true value comes from integrating all of these services together. This has allowed us to grow revenue by 6% and profits by 32% in 2011. More importantly, it was the foundation for us to launch new products and services across all facets of our business be it digital, events, marketing services, print, CIO Executive Council, and so on. **WU**

Question of the Week results for Jan. 23

What do you think of Wikipedia's, Reddit's and Google's (among many others) partial or total blackout of parts of their sites to protest the anti-piracy bills known as SOPA and PIPA currently being considered by the U.S. House and Senate?



Log on to www.idgcentral.com to vote on this week's question: **Does reading about Chris Hanen's cross-country bike trip (p. 5) inspire or tire you?**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Paul Mercer *IDG Enterprise*

24

Gregg Pinsky *IDG Enterprise*
Laura Sears Brady *IDG*

17

Barbara Simon *IDG Australia*
Natalie Eisner *IDC*

16

Oscar Garcia Peinado *IDG Spain*
Jozef Muszynski *IDG Poland*

14

Thomas Pedersen *IDG Denmark*
Christian Moeller *IDG Germany*
Kate Zinn *IDG Strategic Marketing Services*

13

Steffen Berchtold *IDG Germany*

12

Arthur Payne *IDG Sweden*

11

Javier Presa Vazquez *IDG Spain*
Encarnacion Gonzalez Villanueva *IDG Spain*
Makie Okashiro *IDG Japan*
Henriette von Wangenheim *IDG Germany*
Bärbel Zöger *IDG Germany*

10

Sigrun Rueb *IDG Germany*
Neal Silverman *Network World*

9

Max Cooter *Techworld U.K.*

8

Sverker Brundin *IDG Sweden*

7

Torgny Södrin *IDG Sweden*
Bernadette Jochum *IDG Germany*

6

Lars Jacobsen *IDG Denmark*
Yukiharu Yorifuji *IDC Japan*

5

Agata Kuron *IDG Poland*
Hiroyuki Tsuzuki *IDC Japan*
Anna Lagercrantz *IDG Sweden*
Mikael Salo *IDG Sweden*
Simon Hülsbömer *IDG Germany*
Ken Gagne *Computerworld*
Pam Stenson *CXO Media*

4

Andrzej Maciejewski *IDG Poland*
Herman Mantel *IDG Netherlands*
Daniela Kretschek *IDG Germany*
Alexandre Campos *IDC Brazil*

3

Jasper Bakker *IDG Netherlands*
Wijnand Plekker *IDG Netherlands*
Regina Eggerstorfer *IDG Germany*
Patricio Solo *IDC Chile*
Gregg Keizer *Computerworld*
Jason Fleckles *IDG List Services*
Marci Yamaguchi Hughes *IDG World Expo*

2

Cristina Deluca *Now!Digital Business*
Takashi Miyazono *IDC Japan*

1

Jaroslaw Ochab *IDG Poland*
Alessandra Martins *Now!Digital Business*
Morten Nevado *IDG Denmark*
Kerstin Wöldering *IDG Germany*
Aysen Demir *IDG Germany*
Sergio Henrique Ferraz de Souza *IDC Brazil*
Carlo Davila *IDC Peru*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

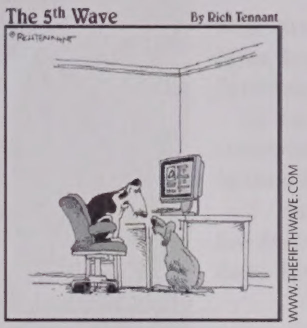
offline for fun

Test your wit with a new cartoon caption contest on IDG Central

Need a quick work break?

Log onto www.idgcentral.com and click on this cartoon on the home page. Add your caption to the comments section on the cartoon page by Feb. 8, and you could win an IDG t-shirt in a random drawing of all submissions.

Good luck!



CIO Turkey

continued from page 1

IT industry and their companies.

Dunya's IT group began publishing end-user titles for IDG in 1999, but in 2007 it began focusing on BtoB titles. According to **Murat Yildiz**, director of the IT division, it was too early to publish a CIO magazine then since local companies did not employ people with that title. After three years of publishing IT PRO magazine under license to CIO — which included some CIO branding — the title began to emerge within companies in addition to the IT manager title. The first edition of CIO Turkey was published in May 2010.

"Even though we have done a successful job with the launch of CIO and the awards program, I am far more happy that our publications have encouraged companies to accept the role of the CIO and motivated IT managers to become CIOs," Yildiz said.

Award event sponsors have told CIO Turkey staff that they'd like more opportunities to engage with CIOs, so the 2012 program will include a day-long conference with presentations and panel discussions followed by the evening ceremony. Plans are also in the works for CIO Breakfasts and other gatherings in the coming months.

"We shifted to BtoB in 2007, and now we're shifting our event programming in response to what our customers need," Yildiz said. WU

News, story ideas welcome

The IDG World Update editors rely on employees worldwide to keep these pages interesting, useful and current. What's the latest accomplishment in your department or elsewhere at your business units? Have you tried a new marketing approach for an event that was very successful? Would you like to see more articles on a certain topic? Send ideas and comments to world_update@idg.com.

celebrating 10!

Name
Hui Liu

Home
Beijing

Joined IDG
August 1, 2001

Current title
Director, Customer Service Department, China PC World

What's kept you at IDG for 10 years?
I am proud of PC World, I like the office environment, and we have an excellent team at PC World.

Memorable moment at work?
Every year it is a big challenge to meet our ad sales quota for our annual anniversary issue in September.

Most challenging part of your job
We must adjust our sales plan whenever the market changes or the manufacturers alter their sales strategies.

Of what accomplishment at work are you most proud?
I have made a lot of friends here at IDG.

What talent do you wish you had?
I would like to be fluent in English.

Favorite way to work off stress
Playing with my daughter.

Favorite things on your desk
My calculator and a name-card holder.

Interests outside the office.
Traveling

Family
My husband Wang Jun and my four-year-old daughter Wang Yijia

What do you want to become when you were a child?
A doctor

If you won the lottery tomorrow, you would
I would pay off the entire loan I owe, invest in real estate, and plan some travel.

*China PC World's **Hui Liu** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her decade of service to the company.*

One possession you'd grab if your house were on fire?
A first-aid box.

Favorite vacation spot
The seaside.

Your idea of a perfect day alone?
I would wake up without an alarm clock, clean the house, eat a seafood lunch, see a movie or read a book, visit a spa, call friends, and surf the Internet.

Retirement dreams?
Traveling around the world.

Manager's profile
"Ms. Liu is a very strict project manager during working hours, but a very nice person after work! If you need help, she is always very happy to help out."
— Linxin LI, vice president, China PC World

Wanted: Your @work photos

Want to see your business unit featured in IDG World Update or on IDG Central?

Send us a photo and let others see what's happening at your office. It could be a group of employees eating lunch in your cafeteria or going over page layouts, gathered at a company meeting or playing soccer after work.

All employees are welcome to submit photos for consideration. Please identify the people depicted and provide a brief description of what is going on. Send photos to idgcentral@idg.com.

Reporting from CES.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

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WWW.IDGCENTRAL.COM

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One on one: Events managers ramp up Best Practices group *page 3*

AppFish reviews database explores routes to new revenue *page 4*

GameStar attains No. 1 rank *page 4*

IDG Global Solutions honors outstanding achievers for FY11 *page 8*

Macworld | iWorld blends many elements as "lifestyle event"

With a new name and an array of music, art, film and social media offerings, IDG World Expo's annual Mac event offered an agenda that appealed to Apple users of all skill levels and interests.

Known as Macworld Conference and Expo for the last 28 years, the three-day trade show for the Mac community now goes by the name Macworld | iWorld. According to **Paul Kent**, IDG World Expo VP and general manager of Macworld | iWorld, the reasons for the new name were twofold. "Adding 'iWorld' to the show's name was our stake in the ground of our commitment to developing a more mobile lifestyle flavor for the event," he said. "At the same time we wanted to change the way people look at the event and bring in a new audience.

"We're looking to attract a demographic of consumers in the 25 to 35 age range," he continued. Show officials estimated that nearly 25,000 people attended last month's event in San Francisco, with nearly 40% of them being first-time attendees — the audience the name change was meant to attract. Kent said the event also had a parallel business track called Apple in the Enterprise designed for a business-oriented audience.

Macworld | iWorld
THE ULTIMATE iFAN EVENT
AN IDG WORLD EXPO EVENT

IDG WORLD UPDATE

A new iFan Pass ($75 pre-show, $125 on site) that offered attendees full access to educational sessions, the show floor, live music performances and film screenings helped increase conference attendance.

As part of the cultural shift to a mobile-lifestyle emphasis, this year's event included a festival of films exclusively shot on iPhones as well as artists

continued on page 5

Computerwoche readers weigh in on brand's future

Two-day workshop yields valuable feedback on products, strategies

*Sales Director **Achim Schaefers** (writing) moderates a small-group session. Each small group focused on a different topic and reported their suggestions back to the larger group.*

Like many IDG publications, IDG Germany's Computerwoche is in a continuous process of evolving as the team that produces it seeks to follow the IDG mantra: "manage print for profitability," "increase reader revenue" and "prepare for the mobilized world." Recognizing the importance of balancing these key business priorities with the needs of its readers, the staff decided to organize a first-of-its kind workshop for a cross-section of its audience designed to get their feedback on various products and strategies.

The two-and-a-half-day event took place in December at a hotel near Munich. Run by a consultant who has moderated a number of conferences for IDG Germany in the past, the format was "quite structured and non-hierarchical, which produced a very effective dialogue that led to very useful results," said **Heinrich Vaske**,

continued on page 6

in brief

CW Spain signs partnership agreement with recruitment portal

IDG
COMMUNIC A.

IDG Spain General Manager ***Manuel Pastor*** *(left) and TicJob Managing Partner Maximilien de Coster finalized their recruitment partnership agreement in December.*

Computerworld Spain has signed a one-year partnership agreement with TicJob, which runs the only recruitment and career management portal dedicated exclusively to the ICT community in Spain.

Visitors to Computerworld.es and the rest of IDG Spain's sites will be able to find a link to employment offerings managed by www.ticjob.es. IDG Spain will promote assets, such as white papers and webcasts, on the TicJob site as well as opportunities to subscribe to IDG Spain's magazines and daily newsletters. IDG will also be responsible for selling advertising on TicJob.es. The partnership calls for a 50:50 revenue share.

The deal will also result in a traffic boost to IDG Spain's sites, as TicJob has made arrangements with Nielsen to credit page views to IDG on pages where the CW Spain logo appears. Some 100,000 page views have already been added.

TicJob's platform provides a sophisticated filter that lets users find the best job openings for their skill set and enables recruiters to efficiently identify the most appropriate candidates.

"As the only labor exchange 100% dedicated to ICT professionals, TicJob's level of specialization offers an exceptional value for Computerworld readers and the rest of IDG Spain's publications," said IDG Spain General Manager **Manuel Pastor**.

Write to mpastor@idg.es.

Mobile Hub call on digital magazines, ad sales set for Feb. 14

Employees interested in learning more about what colleagues are doing in the areas of digital magazines and mobile ad sales can dial into a global conference call on Feb. 14, 8:00 a.m. San Francisco time.

The call is open to all members of IDG Central's Mobile Hub community group and anyone else interested in those topics. The informal agenda will touch on what business units are doing with digital magazines and what's working best. Participants are invited to share success stories with mobile ad sales and explore challenges and potential solutions.

For audio, in the U.S. dial toll-free at 1-866-692-3158, passcode 137-0441. Outside the U.S., the toll number is 203-418-3123, passcode 37-0441. If you are not located in the U.S., but would still like to get a toll-free number, or if anyone needs Webex-only directions, contact **Caroline Ward** at cward@idgcsmb.com.

IDG Vietnam hosts inaugural CEO World Forum in Hanoi

CEO
WORLD FORUM
12 | 01 | 2012
Ha Noi, Vietnam
Hội thảo | Forum
NEW BUSINESS MODELS OF SUS ABILITY"

IDG ASEAN CEO ***Tam Le*** *(above) opened the conference; IDG Ventures Vietnam Managing General Partner* ***Henry Nguyen*** *was among the featured speakers.*

IDG Vietnam's first CEO World Forum, held Jan. 12-13 in Hanoi, focused on examining the pillars of a sustainable economy that enables companies to grow and expand globally.

Close to 300 representatives of Vietnamese and foreign businesses, government offices and investment funds attended the event, which was endorsed and supported by the Ministry of Finance, Ministry of Information & Communications, Ministry of Industry & Trade, National Financial Supervisory Commission and Vietnam Chamber of Commerce and Industry.

Some 30 speakers were on the agenda, which touched on effective business models, the economic situation in Vietnam and, during an in-depth panel discussion, the factors necessary for a sustainable economy. These are developing national resources, using human resources, domestic/foreign capital investment, transparent macro management policies and government legal frameworks.

Gold-level sponsors Wyse and Vietnam Works and 12 contributing sponsors supported the program.

The event was co-organized by IDG Vietnam's CEO & CEO Club, which marked its fifth anniversary with a golf outing, gala dinner, entertainment and an awards ceremony.

Write to Public Relations Coordinator ***Tram Anh Pham*** *at anh_pham@idg.com.vn.*

IDG Corporate Sizzle Reel is on IDG Central

IDG Corporate Video 2011
THE NEW FRONTIER
MOBILE IDG
NEARLY 200 MOBILE SITES & LIVE APPS

The new edition of the IDG Corporate Video (i.e., "Sizzle Reel") first shown at the last year's Global Product Line meeting, is available on www.idgcentral.com. You can download several versions of the video file, suitable for embedding in PowerPoint, playing on an iOS device, and other uses.

From the home page of IDG Central, go to Resources/Corporate Communications and the Sizzle Reel link, or go directly to the Sizzle Reel page at http://idg.me/tTFLUA.

ne on one

Ellen Daly, IDG Enterprise SVP/ Events, and ***Briony Rowe****, events director, IDG Global Solutions, are this week's columnists. Reach them at edaly@idgenterprise.com and briony_rowe@ idg.com.*

Ellen Daly

Briony Rowe

The next Events Best Practices conference call will take place this month. Check the community group site for the exact date and time and details about how to call in.

Q You recently re-launched the Events Best Practices Group on IDG Central. Why?

A We had a great experience in Copenhagen meeting with event colleagues from IDG business units around the world, sharing ideas and commiserating over common issues. We were approached by the Human Resources team about the possibility of continuing the dialogue and perhaps relaunching the earlier community site on IDG Central as a way to do so. We agreed that it made great sense to use the already existing area for our event community, and it didn't didn't take much prodding to get us started!

The goals of the group are rather simple: bringing colleagues together to share best practices and lessons learned; exchanging information and ideas; and finding solutions to common problems. Topics such as attrition of registered attendees and staying ahead of competitors will be the focus of some of our early discussions.

Q What are your plans for this group?

A We are hoping to schedule regular (perhaps monthly) conference calls for anyone who is interested in the topic being discussed. We will try to schedule these calls to account for time differences around the world and allow as many people as possible to call in. Details about these calls will be available on the Events Best Practices community group on IDG Central and everyone who joins this group will receive notification about upcoming calls via e-mail.

We also hope that everyone at IDG and its licensees who is involved in producing events for their business unit will join this group. We have so much we can learn from one another. The community group offers a convenient way for event professionals to post questions for the group and respond to others' requests for help or feedback. There is also an area where we can post documents that we would like to share with each other and notes from our conference calls. The overall goal is to encourage an exchange of ideas, help each other where possible and perhaps even attend each other's events to learn more.

Q Who is this group intended for?

A The events group is meant to be a completely open forum, intended for all IDG employees and IDG licensees. Whether one is actively involved in events or just interested in building events into existing initiatives, we hope that everyone can benefit from the information exchange and be willing to share ideas back with the group, as well.

Q What sorts of resources are available on the group's page?

A We plan to post minutes from the calls, information for sharing (sales materials, calendars, event URLs, contact information, etc.), and use the messaging and forum area for questions and focused conversations on various topics.

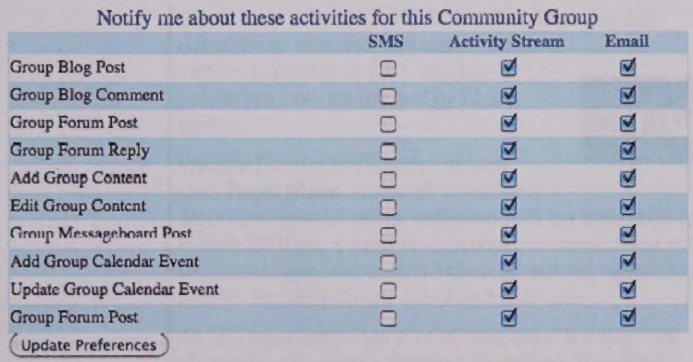
We had our first call with a small group last month (thank you to them!) and have already begun the process of collecting some of the items the group would like to share: updates from the Global Product Line Meeting, lists of events, sales tools and informational links to our successful Cloud event in the States. Down the line we see opportunities for discussion on other key industry topics, accomplished international speakers or innovative ideas such as building audiences through social media.

Q How do I join the group?

A We currently have about 40 who have joined the Events Best Practices Group, and we welcome anyone else who is interested to join. To sign up, go to www.idgcentral.com and click on "Community Groups" in the grey bar at the top of the page. Navigate to the IDG Events Best Practices Group and click on the green check mark next to "Join Group" at the top right corner of the page.

Once you've joined the group, we suggest you edit your notification settings (you'll see the link just below the "Join Group" link) to ensure that you receive notification about all activity on the site in your e-mail box. (See the graphic at left.)

Please feel free to contact either of us or Office Coordinator **Nicole Day** (who will be helping to maintain resources on the site) at nday@idgenterprise.com if you have any comments, suggestions or questions. We look forward to connecting with you online!



Notify me about these activities for this Community Group

	SMS	Activity Stream	Email
Group Blog Post	☐	☑	☑
Group Blog Comment	☐	☑	☑
Group Forum Post	☐	☑	☑
Group Forum Reply	☐	☑	☑
Add Group Content	☐	☑	☑
Edit Group Content	☐	☑	☑
Group Messageboard Post	☐	☑	☑
Add Group Calendar Event	☐	☑	☑
Update Group Calendar Event	☐	☑	☑
Group Forum Post	☐	☑	☑

After you have joined the group, be sure to edit your notification settings so you will receive notices about activity on the site in your e-mail.

AppFish reviews database explores routes to new revenue

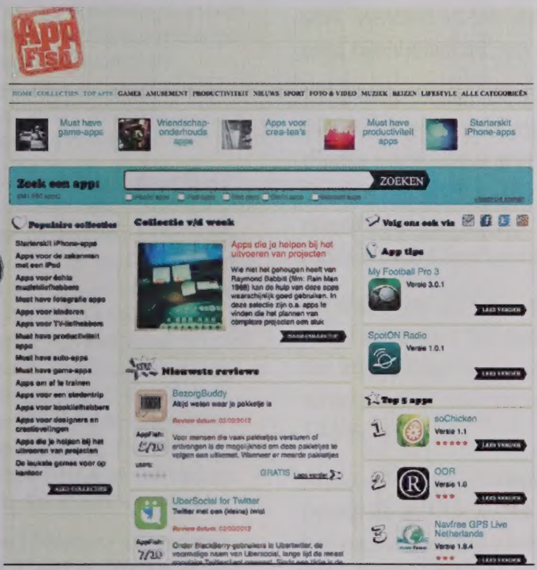
Fish tales

AppFish is the second piscene product in the IDG Netherlands portfolio.

TechFish, a tech news reader for the iPad, launched in 2010. According to Publisher/New Business **Jeroen Jonker Roelants**, the team decided on the AppFish name since it stands out better than something generic, like App Guide.

IDG Netherlands recently launched AppFish, a Dutch-language app reviews database that paves the way for new kinds of advertiser relationships, visibility beyond the usual IDG audience and additional revenue.

Content in the AppFish database is written primarily by freelancers, with the rest produced by IDG editors for other IDG sites. Each review is generally fewer than 300 words and includes a rating on a scale of 1 to 10 (best), the price, developer, operating system and more. There are more than 20 categories of apps, including sports, music, photo/video, lifestyle, productivity and games. The site also has special collections, such as must-have auto apps and children's apps.



Starterskit iPhone-apps
Apps voor de zakenman met een iPad
Apps voor échte muziekliefhebbers
Must have fotografie apps
Apps voor kinderen
Apps voor TV-liefhebbers
Must have productiviteit apps
Must have auto-apps
Must have game-apps
Apps om af te trainen
Apps voor een stedentrip
Apps voor kookliefhebbers
Apps voor designers en creatievelingen
Apps die je helpen bij het uitvoeren van projecten
De leukste games voor op kantoor

Apps die je helpen bij het uitvoeren van projecten

Wie niet het geheugen heeft van Raymond Babbitt (film: Rain Man 1988) kan de hulp van deze apps waarschijnlijk goed gebruiken. In deze selectie zijn o.a. apps te vinden die het plannen van complexe projecten een stuk

BezorgBuddy
Altijd weten waar je pakketje is
Review datum: 02/02/2012
AppFish: 5/10
Voor mensen die vaak pakketjes versturen of ontvangen is de mogelijkheid om deze pakketjes te volgen een uitkomst. Wanneer er meerdere pakketjes

UberSocial for Twitter
Twitter met een (kleine) twist
Review datum: 02/02/2012
AppFish: 7/10
Onder BlackBerry-gebruikers is Ubertwitter, de voormalige naam van Ubersocial, lange tijd de meest

Currently a website, AppFish will launch a universal iPhone and iPad app later this month.

AppFish includes a Top 100 list that is created using an algorithm that considers the reviewer's score, the user's score, the number of likes/dislikes by users and pageviews. Each review page includes a link to the Dutch version of the Apple Store where customers can buy the app.

AppFish will use different distribution channels. While currently web-only (www.appfish.nl), a universal iPhone and iPad app will launch in mid-February, and the staff is considering exposing sections of the database on other IDG websites, such as business app reviews on Computerworld and photography app reviews on Zoom.

In addition, the database is also available for publication on partner websites via an API. Holland's largest news website, NU.nl, was the first to publish AppFish reviews, its AppStore revenues go directly to IDG Netherlands.

"NU.nl gets great content, and we get 100% of the revenue from app sales," said Publisher/New Business **Jeroen Jonker Roelants**. Visitors to NU.nl who go to the Apple Store via an AppFish review use a specific link that holds the AppFish affiliate ID. "Every euro spent in the store leaves us 4 cents revenue share. That's not a lot of money, so we need very high volumes to make this a successful business," Jonker Roelants said. "That's why we need partner websites besides the IDG network."

AppFish primarily targets the large segment of people who need help in choosing the right apps, and to do so the IDG team has to be creative to reach them. "The usual visitors to IDG sites are often ahead of the market; they're the early adopters who know where to find good apps. We want to target those users who are having trouble sorting through the 500,000 apps in the Dutch App Store. We can't review them all — and we don't want to. We're providing a service in identifying those apps that are most interesting."

IDG Netherlands also plans to seek out sponsor opportunities for AppFish once the brand has grown in reach, Jonker Roelants said. Sponsors could sign on to sponsor a collection of apps, for example, "The 10 Best Business Intelligence Apps brought to you by Sponsor 1" or "Must-Have Security Apps powered by Sponsor 2."

Write to jeroen@macworld.nl. WU

IDG Germany's GameStar attains No. 1 rank among 13 local sites

For the first time in its 15-year history, IDG Germany's GameStar.de ranks No. 1 in terms of unique monthly visitors among the 13 gaming sites in Germany.

Online audit bureau AGOF announced in December that GameStar.de attracted 1.84 million unique visitors in September 2011, ousting Spieletipps from the top spot by 20,000 visitors.

Website Director and Deputy Editor-in-chief **Frank Maier** attributed GameStar's success to several factors, beginning with the site's relaunch in early 2010 and a focus on its product database. Since that time users have been able to find all the content related to a specific product with just one click, Maier said.

An SEO agency provided a lot of input about the structure of both the site and the database. In addition, GameStar completely revamped the source code and instituted new guidelines for editors on how to write articles that are more likely to rise to the top of Google's search engine rankings.

GameStar

GameStar's SEO editorial guidelines look at the complete structure of an article and give editors point-by-point examples of what's right and what's wrong in terms of SEO effectiveness. (See this article on IDG Central for excerpts from the guidelines.)

Maier notes that even if an article is well-written in terms of SEO, if the source code doesn't match Google's criteria the article won't attain a high ranking. Other attributes that affect Google's search results are the performance, layout and design of the website and how the ads are integrated into the content.

Write to fmaier@gamestar.de.

Macworld magazine staff take the floor

Macworld Senior Editor ***Christopher Breen*** *(right) at a Macworld Live session on repairing broken Apple products with the staff of iFixit.*

Macworld magazine, as it did last year, hosted its Macworld Live stage on the show floor at Macworld | iWorld. According to **Jason Snell**, Macworld VP/editorial director, the stage events, which were streamed live on Macworld.com, were the only content from Macworld | iWorld to be made available to the public.

Macworld Live featured the magazine's editors and writers interviewing well-known individuals from the Apple universe on such subjects as The State of Apple, Creativity in the Digital Age and Developing for Apple's App Store, as well as offering product demonstrations, panel discussions and tips and tricks. The live stream netted 70,000 unique viewers over the show's three days.

The 17 Macworld Live sessions (http://idg.me/wMSbuG) were also posted on Macworld's YouTube channel (youtube.com/macworld), generating nearly 40,000 views, and several sessions were also offered as podcasts.

Macworld used its Macworld Live platform to announce its Macworld | iWorld 2012 "Best of Show" winners, an annual program that recognizes the most interesting new products at the show as chosen by Macworld editors. Led by Senior Editor **Roman Loyola**, Macworld's team of editors and writers checked out pre-show submissions, then scoured the show floor looking for the most interesting products.

For a list of this year's winners, go to http://idg.me/xhZqKg.

Macworld

continued from page 1

and musicians showcasing work created using Apple products. (There was even a participatory drum circle on an upper level of the convention center that drew more than 500 show-goers, capturing the spirit of community this year's event embodied. Go to http://idg.me/ync7zl.

Macworld | iWorld also featured an assortment of full-day educational workshops on applications and software, including OS X Lion, iLife and Adobe. Seventy-five Tech Talk sessions (formerly known as the Users Conference) offered interactive panel discussions and practical how-to session on tips and tricks to better leverage Apple's mobile-friendly technology led by industry experts. There were also product demonstrations by more than 300 exhibitors and sponsors. Vendors in the show's Mobile App Showcase area numbered 82, up from last year's 64.

"The new music, art, film and social-media programs made the event feel much more of a cultural event than a trade show and brought in the new audience, thereby supporting the vendors and the business reasons for the show," Kent said. "The old tradeshow models really don't work anymore."

An iFan Pass ($75 pre-show, $125 on site) that offered attendees full access to educational sessions, the show floor, live music performances and film screenings helped increase conference attendance by 145%.

Although Apple Computer, Inc. made its final appearance at Macworld Expo three years ago and big-name vendors were scant this year, Kent said he believes the show is still very relevant to Apple fans and consumers, as it offers them a chance to talk to developers, get their hands on new applications and pick up useful tips. "We answer the question 'What do I do now?' after people have walked out of the Apple Store with their new Mac or iPhone or iPad." Kent said he believed that larger vendors would return to the event "as the show takes hold with the market."

In pitching the event to vendors, Kent said IDG World Expo gave them three reasons to buy booth space. "They can sell directly to avid consumers. Those consumers are social media savvy, so if they like your products they'll tweet about them. Finally, the show is a remarkable press opportunity," he said, noting The New York Times, The Wall Street Journal and "all the Apple-market press" covered the show.

"We used social media much more deeply in our marketing this year," Kent said. The marketing team used IDG World Expo's Facebook page to run social media contests such as Nominate Your Favorite App and doubled the engagement on the page. The show was also marketed through the DailyCandy e-newsletter and the Groupon coupon site; the latter alone counted for sales of more than 5,000 show passes.

ASA MATHAT

IDG World Expo staff at Macworld | iWorld included (back row, l-r): ***Bryan Rusciano****, senior operations manager (on stairs);* ***Linsy Miller****, VP, Marketing; and* ***Donald Young****, program manager. Third row:* ***Susan Celli****, sales manager;* ***Ron Moreau****, sales director;* ***Donna Moschella****, SVP, Finance and Administration;* ***Nick Geist****, sales representative;* ***Cindy Hart****, marketing manager;* ***Jen LeMay****, finance director;* ***Mary Dolaher****, CEO; and* ***Nina Carrara****, VP, Events. Second row:* ***Paul Kent****, VP, GM Macworld | iWorld;* ***Ellen Moorehead****, sponsorship sales manager;* ***Stephen Galeotalanza****, registration and housing manager;* ***Carolyn Rauch****, SVP, Event Development; and* ***Janet Pitt****, floor manager. Seated:* ***Kathy Moran*** *(right), senior manager, Conferences and Programs, with two members of Modest Mouse, the band that played at the Macworld | iWorld opening night event.*

Show organizers offered attendees a free Macworld | iWorld Mobile Show Guide app, developed by DoubleDutch. The app gave users a full show agenda, speaker list and floor plan and allowed them to connect and interact with other app users who shared their interests using location-based check-ins and photos, as well as share status updates seamlessly on Facebook, Twitter and LinkedIn.

Many vendors said they were pleased with the revamped event. "The three days of face-to-face engagement is invaluable. There is no question that Macworld | iWorld gives us a lot of bang for our buck," said John Chaffee, co-founder of BusyMac.

Macworld | iWorld 2013 will take place in San Francisco from Jan. 31 to Feb. 2, 2013. For details go to www.macworldiworld.com. Contact Paul Kent at pkent@idgworldexpo.com. WU

Computerwoche

continued from page 1

editor-in-chief of the publication and one of the workshop's key participants. Other staff that took part included Deputy Editor-in-chief **Wolfgang Herrmann**; Website Director **Stefan Huegel**; Sales Director **Achim Schaefers**; and Researcher **Matthias Teichmann**.

Approximately 30 readers participated in the workshop, representing a broad spectrum of the Computerwoche audience. "We selected some names from our subscriber database, mostly IT manager types. Others were people suggested by our editors — freelancers, agency managers, PR people, Twitter, Facebook and Xing friends, as well," Vaske said. "We were somewhat surprised that we did not have to twist anyone's arm!" Vaske said. "They were literally thrilled to help us and to talk about the challenges for Computerwoche and media in general."

Workshop participants listen to Moderator Gunter Nittbaur leading a session. The topic under discussion: Should Computerwoche continue to focus on its traditional IT audience or expand its scope to include workers in other departments such as marketing and production?

The workshop kicked off by posing a question to the participants: "What are the requirements for Computerwoche in the future?" Other topics included:

- Who are Computerwoche's readers online and in print, and how can we increase their numbers?
- Does introducing an advisory board make sense?
- How can we increase our coverage?
- How can we reach younger readers?
- What is Computerwoche's unique selling point? What differentiates it from competitors?
- What is our brand identity?
- Which formats should we push — video, webcasts, online forums?
- Can we charge for our content?
- What are the effects of our transition from print to online?

IDG Germany picked up the tab for the hotel and food, participants paid their own travel expenses. "We realized that if you want to change things, relaunch a website or revamp a print publication, you must invest in research, focus group discussions and so on. We decided to invest this money in our workshop," Vaske said.

Among the suggestions proposed by participants:

- Implement an aggressive paid-content strategy. Provide narrowly focused, high-quality content for a specialized subset of the audience. "Our readers swore they would pay for it," Vaske said, adding, "I'm not so sure."
- "Given that print still claims a very substantial role amongst the media preferences in Germany, our readers proposed creating deeper connections between the channels, for example, using QR codes to lead readers online for additional audio and video content."
- Readers also advised us to "make sure that Computerwoche has a consistent brand identity in print, on the Web, in events — everywhere."

"We are now in the process of filtering the best and most realistic ideas and deciding which we can implement," Vaske said. "It remains a challenge because we are in the ongoing process of transitioning from print to the Web/mobile, and the wishes of our readers do not necessarily match the needs of our business," he said. "Nevertheless, it always pays to listen to your readers and to discuss with them, not just IT topics but also your products and your strategy. We are overwhelmed by the involvement and commitment of our readers to our brand," Vaske said.

For more information, contact Heinrich Vaske at hvaske@computerwoche.de. WU

Pointers for an effective workshop

Computerwoche Editor-in-chief **Heinrich Vaske** offered the following advice for colleagues contemplating a similar reader workshop.

- It's always a good idea to talk with your readers. The more structured and goal-oriented you can make the agenda, the better will be your results. In our case, we found it well worth the expense to have an experienced consultant run the program.
- Be prepared to get answers and recommendations you may not want to hear. Your internal strategic plans probably do not match the interests of your readers.
- Be prepared to filter the feedback you receive. Some will be helpful, some will be unrealistic, too expensive or just plain nonsense.
- You may be tempted to defend your products and strategies against criticism, but that's not why you're there. Try to be open to your readers' suggestions. Something that seems impossible now, may be useful in the future.
- Don't forget: readers live in a completely different world. They usually want more and more, and they can be unrealistic about their expectations. So it's a good idea to proceed like a pearl diver: focus on the best ideas and try to disregard the others.

people

[illegible]oteworthy

New employees

The **CIO Executive Council** has hired **Kelly Garabadian** as a client relationship manager. She was previously an account manager with ZoomInformation. A graduate of the University of Massachusetts/Lowell with a B.A. in psychology, she enjoys "anything artistic or creative," including "baking extravagant cakes and cupcakes." *kgarabadian@cio.com*

New at **CIO** is Account Coordinator **Lindsay Perkins**. Previously a sales assistant with the Richline Group's Gemstone division, she earned a B.S. in business management from Adelphi University in Garden City, N.Y. In her spare time she enjoys having dinner parties and biking. *lperkins@cxo.com*

Böckle

Regina Böckle joins IDG Germany's **Channel-Partner** as [illegible]nior editor, [illegible] title she also held at Vogel IT-Medien GmbH. She holds a teaching degree from Germany's University of Augsberg as well as an M.A. from Ohio State University. In her free time she enjoys reading, theater, skiing and music. *rboeckle@channelpartner.de*

Zotow

PCWELT has hired **Nikolai Zotow** as an editor. Previously an editor with the consulting firm PR-COM, he holds a degree in IT from the Technical Institute in Strasbourg, France. Away from the office he enjoys motorcycles and gardening. *nzotow@pcwelt.de*

Stezel-Morawietz

Also new at **PCWELT** is Editor **Peter Stelzel-Morawietz**. [illegible]eviously a freelance editor, he earned an M.S. in political science at Germany's University of Marburg. His hobbies include sports, travel and politics. *pstelzel-morawietz@pcwelt.de*

Guhl

Dagmar Guhl is the new print ad service manager for Germany's **IDG Magazine Media**. She holds a B.A. in print technologies from Munich's University of Applied Sciences. She enjoys yoga, wushu martial arts and reading English and Spanish literature. *dguhl@idgmagazine.de*

Haberl

Andrea Haberl joins **IDG Communications Media** in Germany as an human resources manager. She was most recently an HR officer with Finanz Informatik Technologie Services GmbH. She enjoys spending her free time reading and jogging with her daughter. *ahaberl@idg.de*

New at **IDG Enterprise** is Account Services Coordinator **Shawn O'Brien**. Previously a marketing operations project coordinator with Houghton Mifflin Harcourt, he holds a B.A. in management and marketing from the University of Massachusetts/Lowell. Away from the office he enjoys music, screenwriting, sports and stand-up comedy. *sobrien@idgenterprise.com*

Share your employee news here

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31

Karen Weston *IDC*

23

John Cox *Network World*

20

Jacqui DiBianca *Network World*

17

Natalie Eisner *IDC*
Julie Boudreau *IDG Corporate Services Group*

15

Patricia Josefek *IDG Enterprise*
James Niccolai *IDG News Service*

12

Donald Jin *IDC*
Brad Nickerson *IDG Corporate Services Group*

9

Melinda-Carol Ballou *IDC*
Trinh Ma *IDC Vietnam*

8

Gerald Murray *IDC*
Jason Cunliffe *IDC*
Efrain Lopez *IDC*
Todd White *IDC*
Mimei Ito *IDC Japan*

7

Joseph Barkai *IDC*
Michael Witty *IDC*

6

Helena Hajsterova *IDG Czech Republic*
Celestine Tan *IDC Singapore*
Rune Pedersen *IDG Denmark*

5

Susan Celli *IDG World Expo*
Liawana Liswojo *IDC Australia*
Ben Hakki *PC Advisor*
Jane Brown *IDG Global Solutions*

4

Sandra Collins *IDC*
Alexis Bartiromo *IDG Enterprise*
Do-Young Park *IDC Korea*
Hiroshi Shibutani *IDC Japan*
Jimena Sisa *IDC U.K.*
Richard Bell IDC U.K.

3

Lalitha Raghavan *IDC Center for Consultancy & Research (India)*
Christoph Mayer *IDG Switzerland*

2

Mahalingam Venkatesan *IDC*
Maria Sellfors *IDG Sweden*
Ousmane Keita *IDG Czech Republic*
Vratislav Pavlik *IDG Czech Republic*
Jerry Gou *IDC China*
Sheryl Fuertez *IDC Singapore*
Rodrigo Pedro *Now!Digital Business*

1

Min Song *IDC*
Jorge Amador Rodriguez *IDG Tech Network*
David Ferdinand *IDG Tech Network*
Irena Dubova *IDG Czech Republic*
Deepak Kumar *IDC India*
Jaideep Mehta *IDC India*
Ikhwan Muhammad *IDC Indonesia*
William Lee *IDC Singapore*
Maciej Kepka *IDG Poland*
Paula Campelo *Now!Digital Business*

Choose your own IDG Central password

Did you know you can change your auto-generated IDG Central password? Here's how:

Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

IDG Global Solutions honors outstanding achievers for FY11

IDG Global Solutions honored four individuals for outstanding contributions to the business unit in FY2011 during its annual holiday party at the end of 2011 in London. Owing to the excellent results enjoyed by the business unit as a result of numerous outstanding perfomances by many IGS teams and colleagues, "the competition this year was fierce, with our short list rapidly becoming a long list," said **Kumaran Ramanathan**, managing director, IGS. "I would, nevertheless, like to offer huge congratulations to the winners — outstanding contributions in an outstanding year for IGS make these very special awards indeed!"

*IDG Global Solutions President **Matthew Yorke** (l) and IGS Managing Director **Kumaran Ramanathan** (r) present Director of International Sales **Shane Hannam** with the Managing Director's Award for Achievement of the Year. The award recognizes an individual who has surpassed all expectations and consistently gone the extra mile.*

***Matthew Yorke** presents the IGS EMEA Employee of the Year Award to **Dean Geary**, program delivery executive, IGS EMEA. The award is voted on by employees of IGS Europe, Middle East and Africa.*

LAUREN KIRCHBERGER

***Michael Mullaney**, VP, IGS U.S. and Asia Pacific, accepts the President's Award for Global Team of the Year on behalf of IGS U.S. The award goes to the team that collectively has gone above and beyond, demonstrating teamwork and overachievement against set objectives.*

LAUREN KIRCHBERGER

*Director of International Sales **Michael Latchford** accepts the President's Award for Global Sales Performance of the Year. Latchford was cited for overperformance against targets, consistently demonstrating the core values of sales excellence and leadership and selling an innovative program that reinforced the company's category leadership in the market.*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Arancha Asenjo *IDG Spain*
Ellen Daly *IDG Enterprise*
Jeroen Jonker Roelants *IDG Netherlands*
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Jason Snell *Macworld*
Joanne Tilson *IDG Global Solutions*
Heinrich Vaske *Computerwoche*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IGS partners with Cisco on awards program for 7th year

L-R: Lesley Henderson, project manager of Cisco Live, Cisco; **Lisa Glover,** onetime senior director, Strategic Marketing Services, IGS, now director of marketing and program development at IDG Australia; **Bob Carrigan**, CEO, IDG Communications, who served as the event's co-host for the sixth year; **Briony Rowe**, events director, IDG Global Solutions; and **Adele Carter,** program manager, Strategic Client Team, IDG Global Solutions.

For the seventh consecutive year, IDG Global Solutions has partnered with Cisco to produce and present its Innovation Awards, a highlight of the company's annual Cisco Live training and educational event for networking and communications professionals. The four-day event was held at London's Excel Center Jan. 30 to Feb. 3. As he has for the previous five years, IDG Communications CEO **Bob Carrigan** once again served as co-host of this year's awards ceremony, which took place at London's Langham Hotel on Regent Street.

Cisco created its Innovation Awards eight years ago to honor outstanding achievement in the deployment and implementation of its technologies throughout all industries and across the Europe, Middle East, Africa and Russia (EMEAR) region. For the last seven years, IGS has worked closely with Cisco to manage virtually all aspects of the highly popular awards program, which this year, drew a record 87 entries from a variety of vertical businesses and the public sector. Awards were presented in six categories.

continued on page 7

PCW investigation of tech-friendly airports fuels interest

Four-month-long project called 'most complex in PCW's 30-year history'

A deceptively simply question thrown out at a PCWorld editorial brainstorming session — Which U.S. airports are best for travelers' tech needs? — proved more difficult to answer than anyone could have anticipated, but the results, published four months later, generated a barrage of press coverage and captured the attention of much of the travel industry.

It took a team of two PCW editors, an in-house researcher, 31 freelance field researchers, hours of phone calls and help and cooperation from dozens of airline and airport employees, not to mention the U.S. Transportation Security Administration, four months to come up with the answer. PCW VP/Editorial Director **Steve Fox** called it "the most complex project in PCWorld's 30-year history." (The No. 1 U.S. airport for tech travelers, according to PCW, is Dallas-Ft. Worth International Airport. For the complete list go to http://tinyurl.com/6nquwz5.

*PCWorld Staff Editor **Megan Geuss** and Senior Editor **Mark Sullivan** at San Francisco International Airport. SFO ranked 10th on PCW's list of the most tech-friendly airports in the U.S.*

"Today's air passengers routinely carry laptops, smartphone, and all manner of connected mobile devices,

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n brief newsworthy

PCWorld.com's Game On section maintains GamePro's commitment to quality gaming coverage

PCWorld
A CONSUMING INTER

IDG WORLD UPDATE

Alex Wawro *is PCWorld's gaming editor.*

Despite its closing in December, GamePro content lives on in the Game On section of PCWorld.com where it appears as the "Best of GamePro" and is joined by original gaming content produced by PCW journalists and freelancers under the stewardship of PCW Gaming Editor **Alex Wawro**. "PCWorld is carrying on the GamePro brand and its commitment to quality gaming coverage," Wawro said.

Wawro said the page is updated three to four times a week — "as often as we can write great stories worth highlighting. I spend most of my time editing gaming-related hardware and software reviews from my fellow editors, as well as article submitted by freelancers." The GamePro content includes games and peripherals reviews, best-of lists and news dating back to April 2008.

Site content is aimed at "enthusiastic gamers and gadget geeks looking for great games to play on their favorite devices," Wawro said. He added that PCWorld also tests gaming hardware such as performance PCs, mobile gaming devices and gaming peripherals like headsets, mice and keyboards "so we can keep our readers informed about the state of gaming technology and help them make smart buying decisions."

Wawro said the Games page drew approximately 200,000 page views last month. The page has a link at the top of the PCWorld.com home page, and Wawro said he also maintains a Game On Facebook page, a Game On e-newsletter and has begun producing Game On podcasts, which clock in at nearly an hour.

The most recent, on being a professional gamer, is here: http://tinyurl.com/7cabfxl. Other podcasts looked at cooperative gaming and major game releases.

For more information contact Alex Wawro at awawro@pcworld.com. WU

Update your Profile page on IDG Central

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

InfoWorld.com's Geek IQ Test remains a perennial favorite with hardcore tech audience

Now in its fifth year, InfoWorld.com's annual Geek IQ Test continues to produce big page-view numbers for the San Francisco-based site. The 2011 edition, launched in November, drew more than 600,000 page views for that month — at one point recording 112,000 page views per hour — and 625,000 to date.

InfoWorld Senior Editor **Jason Snyder** pegged the quiz's popularity to "bragging rights, amusement and the doldrums of cubicle worklife."

According to Snyder, a freelance writer puts together each year's quiz. "He's been doing this for a while and has a finger on the pulse of the geek subculture, so we follow his lead."

Some of the 2011 questions included the following:

- What's the default IPsec server for the Debian Linux distro?
- Associated with DNS, what is the main purpose of SRV records?
- Which company originally sold Dungeons & Dragons, and which company sells it now?

(For the answers or to see the full test go to http://tinyurl.com/6opex34.)

As it has in the past, InfoWorld promoted the Geek IQ Quiz on tech news website Slashdot in order to get the quiz before a larger audience who may not be regular visitors to IDG sites. With more than 8 million unique visitors a month, Slashdot "is the lodestone of geek culture," Snyder said.

At 164,000 page views the next most popular InfoWorld story for November was its Programming IQ Test, which was launched in July 2008 and promoted prominently with the Geek IQ Test.

"We tend to market our quizzes together as a kind of package," Snyder said, "given that the Venn diagram of our quiz takers' interests show a lot of overlap in these areas."

While InfoWorld no longer offers its weekly tech news quiz, available IQ quizzes include ones on Apple, Linux, Open Source, the Web and Windows Administration. Quizzes on "technical topics germane to our core audience drive meaningful traffic, some about a quarter to a half of the Geek IQ Test," Snyder said.

For more information contact Jason Snyder at jason_snyder@infoworld.com. WU

Friedenberg named to min's 2012 Digital Hall of Fame

Friedenberg

Recently the winner of the 2011 IDG Chairman's Cup for Management Excellence, IDG Enterprise President and CEO **Michael Friedenberg** has been named to min's 2012 Digital Hall of Fame, part of min's Best of the Web Awards, which recognize consumer and B2B magazines' outstanding Web sites and digital initiatives. In 2010, Friedenberg was inducted into the min Sales Hall of Fame and has been named to BtoB magazine's "Who's Who" in business media for eight consecutive years. Presented by media market intelligence source min and min's b2b, this year's winners and honorable mentions will be honored at an awards breakfast in New York City on April 3, 2012 at the Grand Hyatt Hotel. For more information contact Lynn Holmlund at lholmlund@idgenterprise.com. WU

the interview

ne on one

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

Q How did IDG Communications fare in the first quarter of FY 2012? Do these results reflects any market trends you see looming?

A IDG Communications worldwide achieved its profit plan in the first quarter on revenue growth of just 1%, which was slower growth than we have seen in the last year. The U.S. division was up sharply over plan with strong revenue growth while International was under plan with negative revenue growth. Many of our European businesses got off to a slower-than-expected start in Q1.

In terms of market trends, it's always hard to generalize with a company such as IDG with its vast global operations. However, we are seeing that our consumer/prosumer businesses are slowing down while our B2B businesses are accelerating. The consumer/prosumer businesses are under different pressures these days than our B2B businesses due to the disruption that is occurring in the core PC market as tablets are starting to take a chunk out of PC adoption. The consumer/prosumer brands are also more susceptible to competition from ad networks and exchanges. And, many new competitors have jumped into the consumer/prosumer market, particularly in the U.S.

> ***"I recently visited our ffice in the U.K. and reviewed the sales results for iPad and iPhone User, which is distributed as a newsstand print magazine and also a digital magazine. It was interesting (and telling) to see that we sold more digital editions than newsstand magazines."***

Q What does the global market look like? In particular, what do you see going on with our businesses in Europe?

A As I mentioned in the earlier question, we are seeing some slowdown in Europe. I am always hesitant to blame macroeconomic issues, such as the debt crisis in Europe, but it does feel like there is some impact from the economic uncertainty that is in the air. It certainly is not helping! Our business is driven largely by advertising, which is an emotion-driven business. When there is a dark cloud in the sky, many companies pull back on advertising and come back in the market when the dust has settled. To some degree, we are seeing that already as Q2 looks a lot better for many of our European countries.

Q You are just about to wrap up your one-year term as chairman of the board of directors of the Interactive Advertising Bureau. Was it a valuable experience?

A It's been a fun and fascinating year serving as chairman of the IAB. I get a lot out of it because it allows me to get an inside view of some of the key issues facing the online industry and also it allows IDG a seat at the table in some of the key industry discussions. One of the major, ongoing issues that the IAB is establishing is a self-regulatory program for online behavioral advertising. In 2011, the IAB made it a condition of membership that all member companies comply with the self-regulatory program as part of an overall Code of Conduct. It was a major effort, but all members of the IAB are now in compliance, which sends a strong message that the IAB is serious about self-regulation when it comes to online behavioral advertising and user privacy.

Q You have spoken about the need for IDG's business units to drive more reader revenue. What are some of the more successful examples of driving reader revenue you are seeing around IDG these days?

A As our business has shifted from print-dominant to online-and-event dominant, we have become more dependent on advertising revenue. Reader revenue is almost nonexistent in the web world. But the new world of smartphones and tablets is creating a renaissance in the area of reader revenue, which is very exciting.

There are many new channels through which to deliver content, most notably iTunes. We should be experimenting aggressively with creating digital versions of our publications, new apps, and "specials" such as Macworld's Superguides. I recently visited our office in the U.K. and reviewed the sales results for iPad and iPhone User, which is distributed as a newsstand print magazine and also a digital magazine. It was interesting (and telling) to see that we sold more digital editions than newsstand magazines.

Q Which IDG competitors keep you up at night?

A I am not going to name any specific competitors because we have so many different ones in all of the markets in which we compete. IDG is unique in that we are the only truly global, multiplatform tech media company. We are able to deliver marketing solutions across a variety of platforms. While the diversified and global nature of our business is a true strength, we are always up against "pure-play" competitors who are focused on one area including lead generation, social media, ad networks or mobile. While I'd rather be in our position, we always need to be focused on these pure-play competitors and make sure that we put enough effort and resources to compete against them in areas such as those I listed above. This is one of the reasons why we dedicate so much effort with our corporate-wide programs for social media, lead gen, ad networks, mobile — so that we have a focused, competitive offering in the market. WU

one thing journalism

IDG World Update asked a group of editors from throughout IDG to weigh in on the following question: What is the single most important characteristic of a good journalist in today's media environment and why? Here's what they had to say.

I believe the journalist must be self-confident enough to ask even unpleasant questions and insist on getting the right answers, because readers want to get correct and real information — not just plain PR in the articles.

*— **Radan Dolejs**, editor-in-chief, Computerworld Czech Republic*

Flowing! For good journalism you need to protect what the American professor Miháliy Csikszentmihályi calls "flow." This means: Make sure your aim is clear. Focus on one thought — your thought. Don't copy and paste. Don't get interrupted by the phone, colleagues or the Internet until your story is fully developed. Afterward, think about the different channels (online, print, video, social media) to distribute your idea. Sounds old-fashioned, but it is the only way to create something really new — and to stay happy in an environment where you get confronted with new information every 30 seconds.

*— **Horst Ellermann**, chief editor, CIO Germany*

Someone who's always listening — whether that be through Twitter, RSS, blogs or good old-fashioned speech — and willing to go the extra mile to flesh out a story. If you can add context and clarify the facts, rather than provide a straight regurgitation of the source material, the story will always be more compelling than the other offerings out there.

*— **Serenity Caldwell**, staff editor, Macworld*

Passion is the single most important characteristic of a good journalist (in any time). Passion entails curiosity, competence, ambition and all other skills a good journalist needs for his work.

*— **Hansjörg Honegger**, editor-in-chief, IDG Switzerland*

The most important characteristic of a good journalist is curiosity. Everything else — eloquence, expertise, even tenacity — can be learned. But curiosity is something you can't fake. If you keep your eyes open and take an interest in the world around you, how society works, what makes people tick, you already have a big advantage. Being able to hold your drink also helps!

*— **Sophie Curtis**, deputy editor, Techworld*

I think the most important attribute for journalists these days is flexibility — specifically, the willingness to learn new techniques and technology to report, present and promote their stories. Journalists have always had to continuously educate themselves to keep abreast of trends in their beat. But multimedia and social media technology, for example, provide opportunities that journalists need to embrace in order to stand out and survive.

*— **Marc Ferranti**, executive news editor, IDG News Service*

In today's Internet-driven media environment, speed is of the essence. When news gets out there, it spreads around the world in seconds, so it is tempting for the journalist to write an article on the basis of what other media say, just to be timely. The challenge for the journalist is to resist the pressure and take the time to make the news relevant for the target group.

*— **Sander van der Meijs**, editor-in-chief, Webwereld, IDG Netherlands*

Some things never change about being a good journalist regardless of the times — the ability to soak up anything that comes our way like a sponge; to be curious about the world we inhabit; to be honest with our readers and ourselves; to be quick on the draw; to be a generalist while being a specialist; and to delight in the rush that comes from connecting the dots before anyone else. Yet I believe that in this day the ability to adapt to and adopt multiple media platforms is the key to being a more effective journalist. From tweets to features to video to moderating discussions at events, good journalism is about being able to connect with readers in the media they are comfortable with.

*— **Vijay Ramachandran**, editor-in-chief, IDG Media India Pvt. Ltd.*

Journalism still revolves around knowing your subject, investigative skills and writing ability, it's just that today you have a slew of new Internet tools to aid the investigation and, when you're done, new ways to tell and distribute your story (print, blogs, electronic newsletters, social media outlets, etc.). The single most important characteristic today is the same as it has always been: unbridled curiosity.

*— **John Dix**, editor-in-chief, Network World*

Tech-friendly airports

continued from page 1

said PCW Senior Editor and project lead **Mark Sullivan**. "To learn how well airports support these travelers, we had to outfit researchers with similar gadgetry and send them to the country's largest airports to perform real-world testing."

Once the 40 U.S. airports with the largest number of boardings in 2010 were identified, Sullivan and his team, which included Staff Editors **Megan Geuss** and **Leah Yamchon**, came up with a list of tech amenities for their field researchers to look for in secure, public areas of airports. They were asked to count all electrical outlets, charging stations, work desks, Internet kiosks and USB ports, as well as measure Wi-Fi service and cellular connectivity speeds for AT&T, Sprint, T-Mobile and Verizon. Each field researcher was supplied with a Galaxy Tab tablet and four mobile hot spots, provided by project sponsors Samsung, Novotel and T-Mobile for the length of the project.

Sullivan said his team had help in hiring the freelance field researchers from PCW Human Resources VP **Kate Coldwell** and Senior HR Representative **Ellen Cobb**, who placed ads on Craigslist sites in or near the cities of the top 40 airports and did a first round of screenings of potential candidates. "We had really good luck and found people who were trustworthy and hard workers," Sullivan said.

Sullivan said the PCW field researchers visited 3,300 airport gates across the U.S., counted more than 17,000 electrical outlets, 5,000 USB ports, and 1,350 charging stations and performed hundreds of tests of airport Wi-Fi and cellular broadband service. Field researchers were paid based on a formula of how much time they worked and how many airport gates they covered.

The PCW field researchers visited 3,300 airport gates across the U.S., counted more than 17,000 electrical outlets, 5,000 USB ports and 1,350 charging stations and performed hundreds of tests of airport Wi-Fi and broadband service.

Due to airports' security concerns, Sullivan and his team had to assuage any uneasy feelings about unticketed researchers wandering the concourses. "We started by approaching their PR departments," Sullivan said. "If the airports said no we had to find ways to work with them — by having the airlines go to bat for us — or around them — by buying plane tickets to get our researchers in. Some airlines personally escorted our auditors. Southwest Airlines and Virgin America gave us gate passes to many of the terminals they fly out of access, and Delta Air Lines supplied a lot of information and insight about the state of technology in airports and where it's going."

Although most airports and airlines were willing to help, some refused to cooperate (the three New York City-area airports, for example, all denied researchers access). PCW's plan B was to buy plane tickets to get its researchers in to the airports. "I've become a master at finding bargain tickets on Kayak.com," Sullivan said. "I was especially proud of finding a one-way $15 ticket from Los Angeles to Las Vegas, which got one of our guys into a terminal at LAX." Sullivan estimated that he had to buy "20 or so" tickets. (Researchers were not required to actually board their intended flight but could leave the airport after completing their work. PCW was able to get refunds on several of the tickets.)

*IDG Consumer & SMB Staff Editors **Leah Yamchon** (l) and **Megan Geuss** logged "hours of phone calls" coordinating PCWorld's 'Best Airports for Tech Users' story.*

To come up with the rankings, each airport was rated against its peers on the average number of tech amenities offered and the speed of its Wi-Fi and major cellular services. "We assigned a ranking to each airport based on tech amenities and overall cellular speeds, with bonus points awarded to airports that don't charge for Wi-Fi," Sullivan said. "The airports that scored highest in our rankings offered a compelling mix of all of these services."

The results of the team's four months of hard work appeared in PCWorld's December issue and on PCW.com, generating an immediate flurry of press coverage. Sullivan said he was interviewed by CNN, "the BBC called," and stories ran in USA Today, the Boston Globe, MSNBC.com, among others. "It was also blogged on a lot of travel blogs," he added.

Asked if he thought tech-savvy travelers truly consider airports' and airlines' tech-availability ratings when they book flights instead of just wanting the cheapest flight that will get them from points A to B the fastest, Sullivan said that the airlines and airports think that they do. "If you're a business traveler and you have a choice of two tickets at around the same price, you might pick the one that leaves from the terminal where you can plug in and connect and get some real work done before your flight," he said.

Sullivan said PCW is considering doing similar comparative projects, such as one on hotel chains' tech offerings.

Contact Mark Sullivan at msullivan@pcworld.com.

noteworthy people

New employees

Denise van het Kaar joins **IDG Netherlands**' Zoom.nl as an events trainee. She will help with organizing workshops for the Zoom.nl Campus. She is currently completing a B.A. in business administration from Hogeschool Tio. *dvanhetkaar@idg.nl*

IDG Netherlands has also hired **Joey Noordhoorn** as a product manager for Jobworld and Webwereld. He was previous an online sales developer with Sanoma Media, the Netherlands' largest media company. He earned a B.S. in communication and multimedia design from Amsterdam's University of Applied Science and enjoys music, travel and time spent with friends. *jnoordhoorn@idg.nl*

Also new at **IDG Netherlands** is Strategic Marketing Services Consultant **Annelies Bos**. She previously worked in a variety of project and marketing management roles for LexisNexis in London. She holds a B.S. in international management from Amsterdam's University of Applied Sciences and a degree in English from England's Oxford University. She also studied international and comparative management, business, European business studies and advertising and promotional strategies at San Jose (Calif.) State University. She has a wide range of interests, including antiques, reading nonfiction, baking bread and film. *abos@idg.nl*

New at **IDG Enterprise**'s Custom Solutions Group is Project Manager **James Lenza**. Previously an account manager with IMN, he holds a B.A. in writing, literature and publishing from Boston's Emerson College. Away from the office he enjoys photography, reading and time spent with family. *jlenza@idgenterprise.com*

IDG WORLD UPDATE

Scott

Cameron Scott joins the **IDG News Service**'s San Francisco bureau as a U.S. correspondent. Previously a blogger at SFGate.com, he holds a B.A. in comparative literature from Princeton University and a Ph.D. in comparative literature from New York's Cornell University. He enjoys outdoor adventures, soccer, Scrabble and dogs. *cameron_scott@idg.com*

IDG WORLD UPDATE

Alexander

IDG Consumer & SMB has hired **Thomas Alexander** as product manager, Mobile. He was previously director of quality assurance and support groups with IdentityMind, Inc. He earned a B.S. in music from the University of California/San Diego and an M.S. in computer science from the University of San Francisco. An avid violinist, he is also on the board of the San Francisco Civic Symphony, the oldest community orchestra on the West Coast. He recently founded impromptuSF, a pick-up orchestra specializing in Baroque instrumental and vocal music. *talexander@idgcsmb.com*

IDG WORLD UPDATE

Eckenfelder

Previously an administrative coordinator with CASAHL Technology, **Lauren Eckenfelder** joins **IDG Enterprise**'s San Francisco office as an account coordinator and executive assistant. She holds a B.A. in political economy from the University of California/Berkeley and enjoys reading, entertaining and "exploring my culinary side." *leckenfelder@idgenterprise.com*

Cathy Soper is **IDC Health Insights**' new senior account executive handling the Western region. A graduate of the University of Minnesota, she holds a B.A. in psychology. Away from the office she runs, hikes and "spends time chasing my 5 ½ year-old son. *csoper@idc.com*

PETER SHORT

Cook

New at **IDC Framingham** is Senior Analyst Account Manager **Elisabeth Cook**. Previously a technical librarian at Analog Devices, Inc., she holds a B.A. in history from the University of Rochester and a Master of Library Sciences from the State University of New York/Buffalo. Away from the office she enjoys cooking and baking, reading and photography. *ecook@idc.com*

Bryant

IDG Enterprise has hired **Cliff Bryant** as a senior software engineer, a title he also held with his previous employer, Vanderweil Facility Associates, Inc. He earned an M.S. in computer science from Boston's Northeastern University and enjoys reading and music. *cbryant@idgenterprise.com*

Returning employees

Sandra Wenisch returns to Germany's IDG Communications Media AG's human resources department, which she left in 2002, as HR manager. She held the same title at CHECK24, an Internet portal that compares insurance, financial service and energy companies. She has also worked as a development worker in Niger, West Africa. She earned an M.A. in German literature and linguistics from Munich's Ludwig Maximilian University and enjoys travel, languages, reading and theatre. *swenisch@idg.de*

Schlund

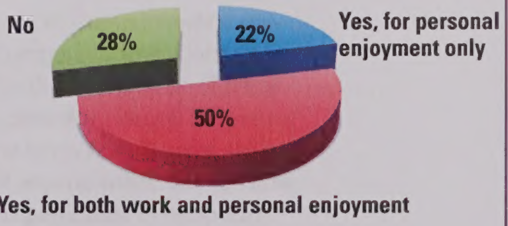
Once a key account manager with IDG Business Media's **Channel-Partner**, **Sabine Schlund** returns to the publication as senior key account manager. She was previously an IBM marketing account manager with OnChannel GmbH. She studied porcelain painting at Hutschenreuther AG in Hohenberg, Germany. In her free time she enjoys horseback riding. *sschlund@channelpartner.de*

IDG Enterprise's new VP/Alliance Solutions is **Tom Rousseau**, returning for his third stint at IDG; he was most recently executive vice president and publisher at InfoWorld. He was previously SVP, Strategic Accounts and Company Sales Coach with Ziff-Davis Enterprise. He holds a B.A. in business administration from Northwood University and an MBA from National Lewis University. He enjoys spending his free time running, reading and coaching kids' sports. In 2011 he was inducted into the MinOnline and Folio Magazine's B2B Industry Sales Executive Hall of Fame. *trousseau@idgenterprise.com*

WU

Question of the Week results for the week of Feb. 6, 2012

Do you use an Apple iPad or other tablet device?



Log on to www.idgcentral.com to vote on this week's question:

Would you choose to fly to/from a particular airport based on its "tech friendliness"?

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Penny Stevens *IDG*
Nina Mattsoff IDG Sweden

23

Clare Huang IDC

19

Bob Carrigan
IDG Communications

18

Jennifer Koppy *IDC*

17

Gina Rowles
IDG Global Solutions EMEA

14

Peter Bradley
IDG Global Solutions EMEA

13

[illegible]rim Bahloul *IDC France*
Iseult Bottoni *IDC U.K.*

12

Andreas Hedberg *IDG Sweden*
David Reinsel *IDC*

11

Ken Mingis *Computerworld*

9

Anne Stevenson *IDC*
Daniel Boehmke *IDC*

8

Luiz Faloppa
Now!Digital Business
Edward Kozaryn *IDG*

7

Holly Brown *IDC*

6

Carolina Carvalho
Now!Digital Business
Mo Barrett
IDG Strategic Marketing Services
Sean O'Dowd *IDC*

5

Bruno Teyton *IDC France*
Jeffrey Janukowicz *IDC*
Gard Little *IDC*

4

Lilianne Lima IDC Brazil
William Nguyen *IDG Australia*
David Bradshaw *IDC U.K.*
Gerson Martins
Now!Digital Business
Kazue Harada *IDG Japan*
Masanori Yamamoto
IDG Japan
Masahito Ooki *IDG Japan*
Poon Wei Ang *IDC Singapore*
Lay Fang Tan *IDC Singapore*

3

Rasika Versleijen-Pradhan
IDC New Zealand
Amarjeet Kumar Sahay
IDC India
Wendy Spachman *IDC*

2

Nick McQuire *IDC U.K.*
Priyanka Paramita *IDC India*
Andrey Ryazanov *IDG Connect*
Colin Browning
IDG Strategic Marketing Services

1

Edyta Kobielska *IDG Poland*
Yolanda Yang *IDC China*
Chris Finnerty *CXO Media*
Erik Hedén *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

News, story ideas welcome

The IDG World Update editors rely on employees worldwide to help us keep these pages interesting, useful and current. What's the latest accomplishment in your department or elsewhere at your business units? Have you tried a new marketing approach for an event that was very successful? Would you like to see more articles on a certain topic? Send ideas and comments to world_update@idg.com.

IGS partners with Cisco

continued from page 1

"Our co-sponsorship of the Innovation Awards brings us closer to Cisco's European executive team and underpins a strong relationship," said IGS Program Manager, Strategic Client Team **Adele Carter**. "Cisco has recently undergone a major restructuring, and they now align their marketing budgets by audience — with CIOs, CFOs and network decision makers being key for IDG. This has resulted in some significant conversations happening with Cisco about some large-scale, innovative programs including a custom event series recently secured by IGS U.S."

Noted Carrigan, who co-hosted the ceremony along with Laurent Blanchard, VP, Enterprise Business Group, Cisco EMEAR, "The Innovation Awards at Cisco Live represents a great partnership with Cisco for seven years running. I have been co-host for six of those years and have enjoyed the opportunity to meet with Cisco's top executives in Europe and to honor Cisco's best customers."

*Computerworld Editor **Mike Simons** (l) and IDC Group VP, International Telecoms and Networking, **Chris Lewis** served on the 10-person judging panel that selected the winners of Cisco's Innovation Awards.*

Under Carter's leadership, the IGS team was responsible for creating and maintaining the awards website, entry communications, monitoring the entry process, short-listing the entries, guest list management for the evening program and recruiting the judging panel. This year's 10-person judging panel included **Mike Simons**, editor, Computerworld U.K., and **Chris Lewis**, group VP, International Telecoms and Networking, IDC.

"I would like to give massive thanks to Computerworld Portugal, Le Monde Informatique, Computerwoche, Computerworld U.K. and Techworld U.K. for their promotion of these awards, which greatly helped to generate external awareness for the program," said Carter. The Innovation Awards will be held again in London in 2013. "If anyone would like to know more about the event and how to participate in opportunities surrounding it, please contact me," she added.

For more information, contact Adele Carter at adele_carter@idg.com. More information about the awards program is available at www.ciscoliveawards.com. WU

celebrating success

IDC CCR employees earn recognition at Annual Day celebration

Amarjeet Sahay, *manager QRG*

Namratha Darshan, *senior market research analyst*

Madhumita Dandapat, *analyst, Vertical Ind. Research*

Madhura Moulik, *manager, Shared Operations Center*

Rajiv Kumar, *senior analyst, Buyer Pulse Deals Research*

Sharmila Devanesamoni, *senior editor, Publishing Svcs.*

Subhramanyu Mishra, *manager, Web development*

Sumit Madan, *manager, Pricing Services*

Balasubramanian Seshadri, *senior graphics, production specialist*

Venkatesh Mahale, *senior analyst, Telecom Sector*

Employees at IDC's Center for Consultancy and Research in India recently gathered for their Annual Day celebration. A highlight of the evening, which includes various performances by employees and dinner, is the awarding of the company's Excellence Awards. These awards honor outstanding performance in the previous calendar year.

Employees are nominated for consideration by their managers, and a selection committee comprising IDC CCR Managing Director **Piyush Singh**, IDC CCR HR Manager **Rahul Buddhasena** and Business Operations Manager **Manjunath Siddaih** chose the 10 winners.

IDC CCR launched a new rprogram at this year's Annual Day, in which employees reaching their three- and five-year anniversaries with the company were recognized. Here, the 24 employees who have been with the company for three years, gather on the stage.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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...and all the editors who contributed to our One Thing feature!

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

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Celebrating 10: China Computerworld's Jiyou Liang *page 8*

IDG, IDC team up for CIO Summit in the Netherlands

The CIO Summit, run successfully in more than 14 countries, debuted in Amsterdam earlier this month. The conference represented the first time IDG Netherlands and IDC Benelux had organized an event together, and it operated under IDG's brand CIO.nl. The result was successful across the board, exceeding expectations in terms of attendee numbers, revenue and positive feedback for an inaugural event.

Ninety CIOs out of 130 registrants attended the two-day event, which had the theme "The CIO of the Future."

IDC Benelux General Manager **Graeme Muller**, who joined the Amsterdam office in 2010 after heading up IDC's offices in Australia and New Zealand, had a track record of teaming with IDG for this kind of event in his previous post. Upon arrival in Europe he met with IDG Netherlands Country Manager **Lennard Hoogenraad**.

To demonstrate IDG and IDC's collaborative approach, CIO.nl Editor-in-Chief ***Volkert Deen*** *(l) and IDC Benelux Research & Consultancy Director* ***Jeroen Wortel*** *served as the Summit's co-hosts.*

"We hit it off immediately and decided to try this event as our first collaborative project," Muller said. "I strongly believe that a combined approach

continued on page 4

IDG Germany's bundled subscription packages win award

Four packages for B2B titles combine print, online, books and event pass

FUTURUM
VERTRIEBSPREIS

IDG Business Media's database operations division chief ***Jonas Triebel*** *(third from right) joins the other Futurum Vertriebspreis award winners at the German Association of Publishers' gala ceremony in Hamburg, Germany, earlier this month. Other winners included Axel Springer and Gruner + Jahr, two of Germany's biggest and most established publishers.*

Germany's IDG Business Media's innovative — and profitable — reader revenue project was recognized by VDZ, the German Association of Publishers, which presented it with the Futurum Vertriebspreis award at a gala ceremony in Hamburg earlier this month.

IDG Business Media's database operations division chief **Jonas Triebel** said the award was given for the group's "Complete Digital Solutions for Readers" bundled subscription package, which they had submitted in VDZ's Best Achievement in Media Distribution category. "This category is about getting your content to readers in the most effective way," Triebel said. "In order to increase our B2B reader revenue we invested in the diversification of our reader services instead of relying on one product or idea."

Triebel said that in 2010 IDG Business Media's B2B reader revenue was 316,000 euros (US$417,000) and that the 2012 budget is 506,000 euros ($665,000) for all B2B publications, a 60% revenue increase largely attributable to the innovative subscription package. "I'm very confident that we'll meet our

continued on page 5

newsworthy

in brief

IDG India calendars used for revenue and marketing gains

When the new year rolls around, it's handy to have a new calendar, and IDG India is making a habit of providing one to target audiences and making a little money in the process.

netmagic
FEBRUARY 2012

The custom calendar included messaging from sponsor Netmagic.

For 2012, the company produced two very different calendars: one a vendor-sponsored piece for CIO readers and the other a version of the annual IDG Photo Calendar given to sales and marketing contacts. The vendor, Netmagic Solutions, wanted to reach CIO readers with specific messaging about its offerings, which includes infrastructure management.

WORLDWIDE
CATEGORY LEADER
ChannelWorld
CIO
COMPUTERWORLD

IDG India's and IDG's global portfolio are on display for marketing contacts at customer organizations.

IDG India created a custom tabletop calendar for them co-branded with the IDG and CIO logos. Each month displays an image of a world-famous building (i.e., infrastructure), such as the largest building in the world, Burj Khalifa in Dubai. There were also several pages with Netmagic content. Out of a print run of 6,800, 5,500 calendars were distributed to CIO India readers, and Netmagic kept the rest for distribution to its own customers. The deal was worth 750,000 Indian rupees (US$15,250) with a profit margin of approximately 40%.

The other calendar is intended as a way to keep IDG India top-of-mind for 500 marketing contacts at customer organizations. The wall-hung piece borrows the template and all photos from the IDG Photo Calendar created for employees worldwide. The IDG India version includes branding with its own URLs, local holidays, and a list of IDG's global brands.

"We wanted to communicate IDG's rich heritage and global presence and at the same time showcase our solutions portfolio," said Assistant General Manager-Marketing, **Siddharth Singh**.

This is the third year IDG India has produced a variation of the IDG calendar as a gift item. This year's calendar was not sponsored, as it was an IDG India marketing initiative and, as such, is not the type of product for which sponsorships are solicted, Singh said. However, last year's photo calendar was underwritten by a vendor, targeted at CIO India readers and included an online contest for CIOs to submit their own photos.

IDG
2012 WORLD CALENDAR
RUNNERS-UP

The cover of the calendar used for an IDG India marketing initiative displays photos from the global IDG calendar contest.

"We've received a lot of appreciation for the photo calendar over the years," Singh said. "There are other companies that give out calendars, but none have the personal angle like IDG's."

The IDG World Update editors can make the source files for the IDG Employee Calendar available to any business unit interested in customizing the calendar for its own clients. If interested, write to world_update@idg.com by early December. WU

For more information on the India calendars write to siddharth_singh@idgindia.com.

IDG Connect's global survey shows iPad use as a business tool

IDG Connect International last month released the results of global survey that suggests how the iPad is becoming a true business tool. The findings demonstrate that not only is the Apple tablet becoming more entrenched in corporate life, it is beginning to replace laptops, PCs, smartphones, MP3 players, TV/DVD recorders and gaming consoles.

IDG Connect Editor **Kathryn Cave** said that the survey was conducted by telephone with iPad users in the IDG Connect database. "Our main aim," she said, "was to gain relevant market intelligence on iPad use in the workplace and then to utilize the findings as a brand awareness and public relations initiative for IDG Connect."

Among the survey's findings:

- Work communication: 91% of those surveyed use their iPad for their work communications. In fact, more IT and business professionals always use their iPad for work communication than personal communication.
- Supplied by work: 24% of global respondents have their iPad supplied by work, a statistic which climbs sharply on continents like Africa (47%) and Europe (40%).
- Used in the office: 51% of those surveyed always use the device at work, almost as many who always use it at home (54%). This is especially true in Africa, where more than 70% always use it at work and less than half always use it at home.
- Users are loyal to the Apple brand, with 83% stating they would not consider buying a different tablet device when it is time to upgrade or replace their iPad.

Cave reported "a surge" of news stories, blogs and article around IDG Connect's research, including about 70 English-language articles on the report.

To download a copy of the IDG Connect paper go to http://bit.ly/yBDTwq. For more information, contact Kathryn Cave at kathryn_cave@idg.com. WU

in the news

*The following is an excerpt from an opinion piece written by IDG Communications CEO **Bob Carrigan** that appeared in Media Business. To read the entire piece, go to http://tinyurl.com/7jh5y29.*

Attention Washington: Follow the lead of digital media

The presidential primary season is under way, and congressional races will follow later this year. With political bickering prevalent, and action in short supply last year, an election year is likely to mean more of the same in 2012. There must be another way, and I think the interactive advertising and media industries can provide examples.

While the overall economy continues to improve slightly and far too many Americans are out of work, the online advertising business grew to $22.8 billion through the first three quarters of 2011, according to the Interactive Advertising Bureau. That's a 23% increase compared with the same period in 2010. Figures for the full year 2011 will far surpass the record $26 billion in 2010. While other industries are contracting, the digital universe of media, advertising and ad tech companies is hiring developers, salespeople and executives.

In 2009, the IAB commissioned a study that estimated that the advertising-supported Internet creates an estimated $444 billion of economic value per year. This estimate is several years old, so you can imagine what that contribution has grown to today. So what can the apparently dysfunctional U.S. government learn from the digital sector? Continue reading at: *http://tinyurl.com/7jh5y29.*

one on one the interview

Maryfran Johnson
The editor-in-chief, CIO Magazine and Events is this week's columnist. Reach her at mfjohnson@cxo.com.

"We knock ourselves out to produce a killer agenda with big-name CIOs, but at the end of the day they come to our events to network with each other."

Q Your title is editor-in-chief, CIO Magazine and Events. Can you explain your primary responsibilities and the implications of your dual role?

A I often tell people that the tagline for my job should be "Filling Pages and Stages with CIOs." This dual role was the brilliant (and somewhat diabolical) idea of our CEO **Mike Friedenberg** back in January 2009. On paper it looks a bit overwhelming to be in charge of producing 17 print issues a year and nearly a dozen a CIO events. But the lion's share of the work in putting the magazine together falls to a small but very talented staff led by Executive Editor **Mitch Betts** and Managing Editor **Christine Celli**. We rely on freelancers, of course, but Senior Editor **Kim Nash** writes most of our cover stories and section leads, with Copy Editor **Colleen Barry** checking every line and Editorial Assistant **Lauren Brousell** juggling admin duties, staff writing and speaker management, as well. Somehow it all gets done — and it always looks great thanks to Art Director **Terri Haas**. I think my biggest contribution as the EIC is regularly reminding everybody how great a job they're doing and how much it's appreciated. Probably about 75% of my time is spent on CIO outreach activities related to our many events, which has benefits for our magazine coverage, as well. I talk with a few dozen IT execs every month to fill the rosters of two national events and nine one-day regional events. Many times, a CIO I recruit as a speaker ends up being interviewed for a magazine story and vice versa. I have nine different Fortune 1000 CIO advisory boards (one for each of the regional events) and with each of those 12 advisors I conduct 30-minute interviews, talking about the state of their business, their IT operations, their top-of-mind issues and so forth. These calls are an ongoing education in what CIOs are thinking about and doing on the job.

Q What do you know about your readers/attendees and what they want from CIO and your events?

A We know that everything CIOs care about falls into three major areas: innovation, leadership and business strategy. The technologies may shift constantly, with something always heading up the Hype Cycle, but the basics of the CIO role will always revolve around innovating, leading and strategizing for their businesses. At our events, we know they love a mix of session types and activities — expert presentations, Q&A interviews, technology updates, case studies, problem-solving sessions, CIO panel discussions and especially workshops where they get to talk to each other in smaller groups and actually solve each other's problems. We knock ourselves out to produce a killer agenda with big-name CIOs, but at the end of the day they come to our events to network with each other. I've had many CIOs tell me that if they walk away from a conference with just one or two new things to think about, they consider it a success.

Q What events does CIO run?

A Two nationals — the CIO 100 and CIO Leadership Event — each two-and-a-half days long and held at lovely resorts (tough duty, this!). We also put on nine regional CIO Perspectives, one-day events held throughout the year in Boston, New York City, San Francisco, Los Angeles, Houston, Dallas, Chicago, Atlanta and Washington, D.C. The venues are downtown hotels, making it easy for CIOs in the region to attend. In terms of focus and overall themes, the CIO 100 event is always centered on innovation and business value, with the centerpiece being the annual CIO 100 Awards (now celebrating their 25th anniversary — same as the magazine).

The CIO Leadership event theme is self-evident in the title but with a special spin on leadership development. That one also showcases two awards programs. One is our annual "Ones to Watch" (OTW) awards and the other is the CIO Hall of Fame. The OTW is a next-generation CIO recognition program managed by VP of Editorial Programs **Rick Pastore** of our CIO Executive Council (CEC). Rick and the Council play a very important role in the planning and speaker recruitment for the entire Leadership event, in fact, and they do a marvelous job building out world-class agendas, which happen to include a lot of prominent, accomplished CEC members.

Q CIO seems to have an especially strong roster of events. Why are they so valued by your audience?

A Beyond the obvious importance of professional networking opportunities for everyone, I'd have to say it's the overall quality of the content, the community and the conversations they have with each other. CIOs love spending time as a group, hearing about other senior IT leaders' challenges and viewpoints and ideas. There's also a lot of interaction between our sponsors and attendees, so it's a great experience for the vendors who get genuine insights into the pain points in the enterprise and how they can help resolve them.

Q Can you talk a bit about the process of creating an agenda for an event?

A With 11 events a year, there's a lot of overlapping activities going on in terms of finding and recruiting

continued on page 7

CIO Summit

continued from page 1

between IDG's media business and IDC's research and consulting business and events business is powerful and provides our events with a nice differentiator in a market that is hard to differentiate in."

"We are always open to working together with IDG family members, and we saw we could contribute with our strong brands as well as our sales and marketing power to make this event an IDG success," said IDG Netherlands Manager, Marketing and Events/Business Media **Gabriella Meijnckens**. She, IDC Benelux Event Manager **Annette Bos** and IDG Netherlands Event Manager **Martine Res** "worked really well together, like one event team," Muller said.

Employees from a variety of departments at both IDG and IDC contributed to the event's planning, sales and on-site logistics. To further emphasize IDG and IDC's collaborative approach to the market, CIO.nl Editor-in-Chief **Volkert Deen** and IDC Benelux Research & Consultancy Director **Jeroen Wortel** served as the Summit's co-hosts.

The 90 CIO Summit attendees enjoyed a comfortable setting that encouraged discussion.

Organizers aimed to create an environment in which CIOs were encouraged to discuss common challenges, learn from peers and add value to their roles as strategic IT leaders in their companies. IDC Executive Vice President and Chief Research Officer **Crawford Del Prete** presented the opening keynote, and Deen chaired the panel discussion between four leading Dutch CIOs and the audience. Most of the 19 speakers were CIOs who discussed specific case studies.

As a way to make the CIO Summit distinctive among competing events, organizers enforced limits on the involvement of the eight sponsors in terms of content.

*IDC Executive Vice President and Chief Research Officer **Crawford Del Prete** presented the opening keynote.*

"When they were involved in presentations, we insisted they steer away from brand names and instead provide their industry insights as cleanly as possible," Deen said. "Capgemini, for example, sponsored Prof. Peter Wilton from the University of California/Berkeley who delivered a very well-received closing keynote on the CIO as strategist. We believe we should provide our sponsors a respected platform for getting in touch with our common audience. If we can guarantee high-level content, we will attract a high-level audience, which is in both our interest and our sponsors'."

CIO.nl's editorial team made sure the speakers' content was aligned with the Summit's theme. The staff is in the process of producing a special print Summit Magazine that will be sent to all attendees. Photos are available to anyone at http://summit.cio.nl/fotoimpressie, while the presentations will be gated content.

Bottom-line results

While IDC and IDG had their own budgets for the event, Meijnckens said overall the event yielded a higher-than-expected profit margin of about 30% for both groups.

"It also directly resulted in more awareness for the CIO.nl brand among clients and a growing demand for the smaller CIO events IDG already delivered, such as CIO roundtables and dinners. Engagement with CIOs is always going to be high on the agenda of the CMOs. With this CIO summit, we've rounded out our CIO portfolio."

Muller said that in addition to the welcome revenue boost, "the CIO Summit creates a platform for us to further influence end users — the CIOs — and ultimately this should also lead to having a growing end-user customer base."

"With 40% higher results than budgeted for my team, I am very happy," said IDG Netherlands Business Media Group Sales Manager **Liam Baker**. "Since the CIO Summit was conceived as at least a three-year series, we invited some potential sponsors to come be our guests, have a look and get a feel for the event to give us a jumpstart for the 2013 edition. We can build from the positive feedback and look to grow for the next event."

Write to gmeijnckens@idg.nl or gmuller@idc.com. WU

IDG Germany

continued from page 1

budget goals," he said, "as our first four months in the new fiscal year have shown good reader revenue results."

In early 2010, IDG Business Media created new subscription packages that bundled additional products with each of its four print publications, Computerwoche, CIO, CFOworld and TecChannel. While each publication's packages are priced differently, each has similar options — Classic, Silver, Gold and Platinum. The Classic Computerwoche subscription package, for example, offers a regular print subscription at 264 euros ($350). The Computerwoche Silver package (315 euros, $416) includes a print subscription and a premium online subscription with exclusive content such as surveys, executive briefings and Computerwoche PDFs, as well as an iPad subscription. The Gold package (469 euros, $620) adds four books from Computerwoche's IT specialist book line to the Silver edition. The Platinum package (999 euros, $1,360) adds a one-year event pass that gives those subscribers free entry to any Computerwoche event in 2011.

FU RU
VERT PREIS

IDG Business Media's ***Jonas Triebel*** *(l) is pictured with Thorsten Brandt, director of circulation for Axel Springer AG, the largest publisher in Germany. Brandt, who presented the award to Triebel, was a member of the jury that selected the award winners. "He is undoubtedly the most influential person in the field of circulation management in Germany," Triebel said.*

> ***"The jury liked our strategic approach and lauded the combination of creative ideas and different channels — print, online and events — within each package."***
>
> ***— Jonas Triebel, head of IDG Business Media database operations***

IDG Business Media also offers iPad apps for all of its publications. "Our 'iPad-only' circulation package is a way to reach the readers we might lose in print subscriptions," Triebel said. "It's cheaper than print but still comes at a high price, as we are not willing to give away our high-quality content for free on the iPad." A year's print subscription for Computerwoche is 239 euros; an iPad-only subscription is 199 euros ($270).

The mobile apps and mobile services are developed by IDG Business Media's mobile team and sold to readers through Triebel's database operations group. "Most of the apps are free," he said, "but we charge for the subscriptions in them; that takes place within the app where users can buy a single issue for the iPad or a yearly subscription." (For more information on the program, see IDG World Update, Feb. 7, 2011.)

"We are a service provider now, giving our readers quality information, including print, online and events in one complete package,"Triebel said. "Our goal was to increase reader revenue, and we achieved something many other publishers dream about — a significant amount of digital reader revenue."

The VDZ jury said that IDG Business Media had combined print, online and events "in a very clever way." According to Triebel, there were more than 50 entrants in their category, including "new iPad apps for newspapers and so on. The jury liked our strategic approach and lauded the combination of creative ideas and different channels — print, online and events — within each package."

The award ceremony took place at the corporate headquarters of Germany's Der Spiegel, "the most important and best-known German newsweekly," Triebel said. Other winners included Axel Springer and Gruner + Jahr, two of Germany's biggest and most established publishers. "It was an honor for IDG to be there, and we were most proud of stealing the award away from much larger traditional German media companies with huge marketing and circulation teams. IDG's 'Let's try it' approach took the old boys' trophy."

Triebel credited co-workers **Mirja Wagner**, e-mail marketing manager, and **Claudia Völk**, audience development manager, for their help on this project. "Winning an award like this was only possible with a great team, and we definitely relied on our true reader revenue experts."

For more information, go to http://tinyurl.com/7oy2fbx or contact Jonas Triebel at jtriebel@idgbusiness.de.

noteworthy people

Promotions

Snell

Macworld VP/Editorial Director **Jason Snell** has been promoted to senior vice president/editorial director of **IDG Consumer & SMB**. "Jason has a passion for technology that is matched by his enthusiasm for digital media as a journalist and a leader of journalists," said Mike Kisseberth, IDG Consumer & SMB CEO. "He is ideally suited to foster the growth of our portfolio to serve the consumer and SMB markets." *jsnell@macworld.com*

New employees

Weber

PETER SHORT

IDC Framingham's new associate research analyst, Mobile Consumer Service is **John Weber**. He will be investigating the markets related to the adoption of consumer wireless services, both in the U.S. and worldwide. He was previously a research analyst with Launch Capital and holds a B.A. in economics and Asian studies from the College of the Holy Cross in Worcester, Mass. In his free time he enjoys golf, cooking and following New York professional sports. *jweber@idc.com*

IDG Denmark has hired **Rikke Rosvall** as financial manager. She was previously senior financial assistant with Habro og Finansgruppen and holds an MBA from the Copenhagen Business School. In her free time she enjoys fitness, travel "and my dogs." *r.rosvall@idg.dk*

Stephanie Seeley joins **InfoWorld**'s Framingham, Mass., office as an account coordinator, coming from IParty Retail Stores where she was an assistant store manager. A graduate of Framingham State University, she holds a B.A. in business administration and in her free time enjoys reading, travel and shopping. *sseeley@idgenterprise.com*

Olavsrud

Previously a freelance writer for QuinStreet, **Thor Olavsrud** is now senior writer with **CIO** magazine. He holds a B.A. in literary studies from Bard College at Simon's Rock in Great Barrington,Mass. Away from the office he manages the Manhattan Mayhem women's flat track roller derby team and develops tabletop roleplaying games. He won the Game Manufacturing Association's 2010 Origins Award for Roleplaying Game of the Year for his work on Mouse Guard. *tolavsrud@cio.com*

IDG List Services has hired **Mark Holland** as a finance and operation specialist; he had previously been a temporary employee with IDG. He holds a B.A. in economics and communications from Boston College and is interested in sports and travel. *mholland@idglist.com*

Share your employee news

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central is a great way to share a quick snapshot of what's happening at your business unit.

Any image that depicts a small slice of life at the office — an event, a staff meeting, a celebration, colleagues visiting from another office and so on — is welcome. Check out the archive of photos to get inspired; be creative, too!

Send with a short description to idgcentral@idg.com.

offline for fun

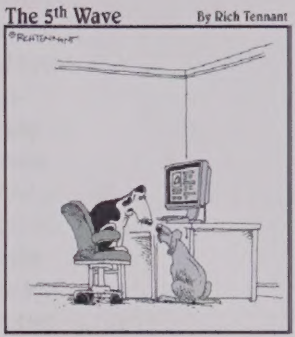
Congratulations to IDG News Service Paris Bureau Chief **Peter Sayer**, who won an IDG t-shirt in a random drawing of all cartoon caption contributors on IDG Central.

Some of the other submissions included:

I've only seen her profile picture, but I'm confident she's the one, Fido. You can tell this dog is really fetching.
***Alexander Friedman**, IDG Consumer & SMB*

Sorry Lenny, still no messages for you on your MeetNeighborhoodDogs.com account. Are you sure that "I chase cars" and "I can bark at cats" are such great descriptions of your personality?
***Shawn O'Brien**, IDG Enterprise*

Yeah, they said to hit the "Paws" key twice, which one is it?
***Rob Rebecchi**, IDG Corporate Services Group*



WWW.THEFIFTHWAVE.COM

"Well, you said you wanted to know the truth: According to the file, you were adopted."
— ***Peter Sayer**, IDG News Service*

On the Internet, nobody knows that you look like Howard Cosell.
***Steven Gray**, IDG Consumer & SMB*

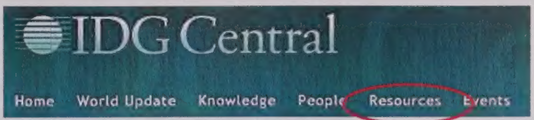
(Rich Tennant's original caption) "That's the problem on Facebook: everyone knows you're a dog."

what's on central

IDG Central (www.idgcentral.com) is a global resource for employees of IDG, IDC and the company's licensees. The intranet contains all the content from IDG World Update as well as lots of other useful information including the online IDG directory, podcasts from IDG Training, media kit collateral, presentations from the annual IDG Global Product Line Meeting and much more, including...

IDG Media Association Memberships

IDG is a corporate member of a variety of media-related organizations, and, as a result, employees are entitled to member access to exclusive content on the organizations' sites and can take advantage of opportunities to get involved with the groups' activities. Employees may join committees and take part in educational programs and conferences. Active members benefit both professionally and personally. IDG currently holds corporate memberships in: American Management Association and the Magazine Publishers of America, Interactive Advertising Bureau.



To learn more, visit www.idgcentral.com and click on the Resources link at the top of the page.

To request a password, use the link you will find on the IDG Central landing page. For questions, write to idgcentral@idg.com.

Did you know you can change your auto-generated IDG Central password? Click on the My Profile link on the home page. Then click on the Change Password link on the right side of the page and follow the prompts.

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Linda Gorgone *IDG Enterprise*

25

Mark Sullivan *IDC*

23

Lucy Chaudhuri *IDC U.K.*

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Patricia Smith *IDG World Update*

14

Beth Ramistella *IDG*

13

Ernesto Cordero *IDG Corporate Services Group*

12

Mindy Blodgett *IDG Enterprise*
Todd Hall *IDG Corporate Services Group*

[illegible]1

[illegible]aurie Horn *IDC*
Kirk Mitchener *IDC*

8

Lychee Lo *IDC Hong Kong*

7

Giovanna Saba *IDC U.K.*
Adrian Black *IDG U.K.*
Ashley Gilliam *IDC*

6

Luciana Sario *IDC Argentina*
Diego Anesini *IDC Brazil*
Mercedes Resino *IDG Spain*
Amy Bennett *Computerworld*

5

Terri Sanford-Cook *IDG Enterprise*
Benjamin Tucker IV *IDC*

4

Jessica Martinez *IDC Mexico*
Ricardo Souza *Now! Digital Business*
Tatiana Liki Bidoli *Now! Digital Business*

3

Michael Fletcher *PC Advisor*

2

Brett Singer *IDG U.K.*
Abbey Weintraub *IDG Enterprise*
Angelica Lundin *IDG Sweden*
Suzanne Schlaadt *IDC*
Irina Zvagelsky *IDC*

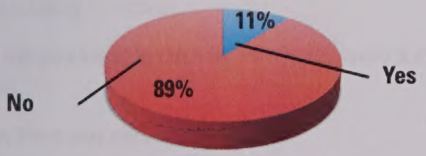
1

Åsa Schelin *IDC Sweden*
Alan Pereira *Now! Digital Business*
Tomohiko Imamura *IDG Interactive (Japan)*
Yuji Yamaguchi *IDG Interactive (Japan)*
Gary Hung *IDC Australia*
Sanchita Ray *IDC Singapore*
Carol Perez *IDG Enterprise*
Mikael Sjöström *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results for Feb. 13

PCWorld recently rated the top 40 "tech friendly" U.S. airports. Would you choose to use a certain airport over another based on its tech friendliness?



Log on to www.idgcentral.com to vote on this week's question:
What do you think of the social site Pinterest.com?

One on one

continued from page 1

speakers. So it's safe to say I'm always signing up speakers for something! I work very closely with a group of editorial event colleagues: Computerworld's Executive Editor of Events **Julia King**, IDGE's VP of Content Development & Strategy **Derek Hulitzky** and IDGE Content Manager **Mindy Blodgett**. We meet weekly and swap speakers and trade contact info and ideas for each other's agendas. We find speakers everywhere — they are quoted in our magazines, featured in stories, recommended by PR people or maybe receiving an award from us. We also make extensive use of our friends in the CIO Executive Council, which has its own speaker bureau and is deeply committed to our CIO events as a contributing partner.

Q Looking at your masthead, it appears that there are separate online and print staffs. Do they collaborate?

A Until last September, we actually were running largely separate operations, due mainly to a markedly different audience focus. CIO.com covers a broad range of technology and career topics, while the magazine focuses on CIOs, leadership and strategy. Of course, all of our magazine content is posted on CIO.com and promoted in the newsletters, but we've always done that. Last fall when Mitch Betts moved over from Computerworld to become our executive editor, we broadened that role with responsibilities for driving greater collaboration between print and online, and especially for increasing print's contributions to the "CIO Insider" content areas that require registration. Kim Nash just launched a CIO magazine blog ("Strategic CIO"), and CIO.com's new Executive Editor **Dan Muse** works closely with Mitch on a daily basis. Dan attends our magazine story idea/brainstorming sessions when he can. One recent example of a good idea coming out of such meetings was a slide show on the Top 10 celebrity mishaps with technology, produced by Lauren Brousell (http://www.cio.com/slideshow/detail/31007).

Q Why does print remain popular with your audience?

A Print is still wonderfully portable, never requires a power source to use and won't get you thrown off an airplane for using it during takeoff or landing! Our readers are devoted to CIO magazine, even in its slimmer state these days (they actually love the streamlined version). They can read us cover-to-cover in 40 minutes and walk away with a great deal to think about and a feeling that they've tapped into some outstanding peer strategies and executive insights. CIOs still like to read and think deeply about things — and even to indulge in some uni-tasking now and then (such a welcome relief in our distracted world) — so I think print magazines still have a lot of special appeal for executives. As long as we stay relevant to this audience and deeply connected to the issues they care most about, our subscribers will keep reading us in print. And we'll be delighted to keep producing this legendary magazine for all 140,000 of them. WU

celebrating 10!

Name
Liang Jiyou

Home
Beijing

Joined IDG
May, 2001

Career path since joining China Computerworld
Assistant to President, China Computerworld Publishing and Servicing Group (CCW Group); Assistant to President, General Manager of Financial Department, CCW Group; Assistant President and General Manager of Financial Department, CCW Group.

Current title
Assistant President and General Manager of Financial Department, CCW Group.

What's kept you at IDG for 10 years?
I think CCW Group has a strong future.

Memorable moment at work?
The 30th anniversary celebration of China Computerworld Group — and I think the best is yet to come.

Most challenging part of your job
Helping a new concept to become the common consensus among everybody.

Of what accomplishment at work are you most proud?
I designed a new financial administrative system to make the administration of each of the publications more efficient. In addition, I helped CCW earn RMB 10 million (US$1.5 million) from a short-term investment in 2006.

What talent do you wish you had?
Fluent spoken English.

Favorite way to work off stress
Gathering with friends.

Favorite things on your desk
My laptop and a crystal ball.

Interests outside the office
Mountain climbing and swimming.

Family
My wife Fu Rong and my 20-year-old daughter Liang Yuan, 10-year-old daughter Liang Fengge and 7-year-old son Liang Chenwei.

What did you want to become when you were a child?
A pilot.

Do you have any pets?
We have a poodle named Ben Ben.

If you won the lottery tomorrow, you would
I would invest in CCW.

*China Computerworld's **Liang Jiyou** recently celebrated a decade of service to the company as the guest of IDG Chairman **Pat McGovern** at a special anniversary dinner.*

One possession you'd grab if your house were on fire?
Old photos. My house did catch fire on Dec. 24, 2009, and all my belongings were destroyed. The most valuable thing I lost were my photos, and I still regret their loss.

Favorite vacation spot
The place where I was born Yanbian, Jilin Province in northeast China.

Favorite movie
Forrest Gump

Your idea of a perfect day alone?
I would go mountain climbing.

Retirement dreams?
I would like to set up a poetry club and study traditional Chinese poetry.

Manager's profile
"In the past 10 years, Mr. Liang has devoted all his heart to improving internal administration and has achieved remarkable results. He invented a special financial administration system to help CCW Group build up a standardized financial system and enhance the internal control system. The building of the system guaranteed the financial safety of our group. He was also involved in strengthening the "Responsibility System" and the overall budget administration system. In short, he is an excellent financial controller who has saved the company a great deal of money and even earned some profits from short-term investments."

— HR Department, China Computerworld Publishing and Servicing Group

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG's global strength powers customer's iPad campaign

IGS sells Avaya on IDG Germany-created Touch Site campaign

*IDG Business Media Director of Mobile Business **Karsten Linde** displays the Avaya-sponsored Touch Site that combines content from Computerwoche with Avaya advertising. Linde developed the concept and worked with various colleagues to implement and present the campaign to the local Avaya team. With him are (l-r): **Stephan Hoppe**, head of project management, IDG Germany Strategic Marketing Services; **Mike Hartmann**, website manager; **Thomas Friedl**, senior account manager; and **Sebastian Nissen,** manager, mobile content and projects, who served as the project manager.*

A unique iPad-based ad campaign launched this month by IDG Business Media in Germany on behalf of Avaya is the result of a cross-IDG team effort that began at IDG Global Solutions in Framingham, Mass., and received an assist from a colleague in San Francisco before getting a green light from the client at its Basking Ridge, N.J., headquarters.

IGS Director of International Sales **Michael Latchford** wanted to present his client, Avaya, with an innovative mobile campaign for the German market, so he turned to **Karsten Linde**, director of mobile business at IDG Business Media GmbH. Linde, in turn, reached out to colleagues at IDG Business Media as well as across the ocean to **Kevin Barden**, senior director, sales programming and operations at IDG Consumer & SMB.

"Kevin had told me about an interesting new mobile platform from a company called Onswipe at last year's Global Product Line Meeting in Copenhagen," Linde said. "I thought this might be something we could use on behalf of Avaya, so Kevin put me in touch with his contact."

continued on page 5

IDG Australia showcases capabilities for local IT marketers

IDG Australia last week got 70 IT marketing executives in one room to show them what IDG could do for them. As a bonus, IDG Australia got "valuable face time with clients in a non-sales-oriented environment," said IDG Australia Managing Director **Davy Adams**.

"The aim was to raise the overall IDG brand, reinforce the 'Think Tech, Think IDG' message and drive marketer awareness of non-display-based advertising opportunities," Adams said. Much of the focus of the afternoon event, held at IDG Australia's Sydney offices, was on IT market research, marketing services, custom campaigns, lead generation, nanosites and knowledge vaults.

Adams led off the afternoon with a presentation on global IT marketing directions, basing his segment on IDG Research Services' marketing priorities research. The study surveyed 14,000 tech marketers and decision makers in 11 countries and was designed to help tech marketers understand how tech buyers are consuming content and interacting with social media, mobile and video and to see how well those behaviors align with

continued on page 6

IAN SHARP

*IDG Australia Managing Director **Davy Adams, Lisa Glover,** IDG Australia director of marketing and program development (l), and **Janice Tong**, group account director, ARN, helped marketers understand the many non-display-based advertising opportunities IDG offers.*

Inside this issue

IDG Czech Republic sees increased participation in channel awards voting *page 2*

GameStar test-drives user-submitted video contest to boost page views *page 2*

One on one: Computerworld Director of Blogs Joyce Carpenter *page 3*

Media Management Institute explores breadth, depth of IDG *page 4*

Celebrating 20: IDG Netherlands' Gabriella Meijnckens travels to New York *page 8*

IDG Czech Republic sees increased participation in channel awards

ChannelWorld Editor-in-chief **Jan Mazal** (left) presents the Software Vendor of the Year award to Martin Tolar, sales director of small and medium business at Microsoft.

IDG Czech Republic's second annual ChannelWorld Awards program saw an increase in both the number of total voters (847, a 22% increase over last year) and the number of owners and managing directors casting ballots.

Executives of ICT and consumer electronics resellers, service providers and vendors voted for the best ICT distribution companies in three categories: broadline distributor and value-added distributor in the Czech Republic and Slovakia and specialized distributor in the Czech Republic. The voting ran on ChannelWorld.cz from Sept. 12, 2011, to Jan. 31, 2012. In addition, non-executive representatives of resellers, service providers and distributors cast votes for Vendor of the Year in eight product categories.

Prizes donated by main sponsor AVG Technologies and five other sponsors, including Canon and Belkin, and awarded in a random drawing, helped lure voters, said ChannelWorld Editor-in-chief **Jan Mazal**. ChannelWorld also served as a media partner at several vendors' and distributors' events and installed a ChannelWorld-branded laptop onsite to make it convenient for attendees to vote. Those who did received a free one-year subscription to ChannelWorld.

IDG Czech hosted a party at a restaurant in Prague for representatives of the winning companies and sponsors on Feb. 9.

"Keeping our same methodology and evaluating the results allows vendors and distributors to compare whether their efforts over the past year are reflected in the satisfaction of their business partners," said IDG Czech Republic Managing Director **Jana Pelikanova**.

IDG affiliates in Australia, Belgium, India, Canada, Germany and the Netherlands also run their own ChannelWorld surveys.

Write to jan_mazal@idg.cz. WU

Strategy + business presents "The thought leader interview: Bob Carrigan"

IDG Communications CEO **Bob Carrigan** was the subject of a lengthy interview this month in strategy + business, a print and online publication published by the global management consulting company Booz & Company. In it he explains why new media is the most optimistic part of the economy. ("Media companies are putting people to work in meaningful, sustaining, fulfilling jobs in a growth business that is just beginning to hit its stride.") Read the interview at http://idg.me/AgUZMz.

GameStar test-drives user-submitted video contest to boost page views

To encourage submissions, GameStar announced the contest with a video on its YouTube channel in which Content Manager **Michael Obermeier** (left) and Editor **Nino Kerl** explained the contest rules and prize and what types of submissions GameStar was looking for.

GameStar recently launched a contest in which it asked its readers to create and upload their own videos to the gaming monthly's YouTube channel as a way to add user-generated content and increase video page views. The videos could focus on any subject as long as they showed someone either reading GameStar or viewing its website.

To encourage submissions, GameStar made its own video with two of its editors explaining the contest rules and prize and what types of submissions GameStar was looking for.

The Munich, Germany-based gaming site's channel received 26 user-generated videos, and the winning video has already logged more than 30,000 views.

The gaming site's channel received 26 user-generated videos, and the winning video has already logged more than 30,000 views.

According to **Rene Heuser**, GameStar's content management and social media director, the videos ranged from "simple clips of someone reading our magazine or site to more sophisticated, short stories." Nearly three minutes long, the winning video tells the story of how its creator got his latest issue of GameStar using the graphic interface of the role-playing game Skyrim, which was also featured on the cover of the GameStar he received. (The winning video can be seen at http://youtu.be/mvjiF6u4wcA. All of the submitted videos are at http://idg.me/xCyVPX.)

The winner received a Collector's Edition of "The Elder Scrolls 5: Skyrim" and some related merchandise. "Most of our readers participated for fun or to get some Internet 'fame,'" Heuser said. The winner was announced on the GameStar site and on its Facebook page, and the winning video was added to the cover mount DVD that comes with the latest issue of GameStar.

This is the first time GameStar has asked users to contribute videos, though it has held other contests for stories or drawings.

"The kick-off video to launch a contest or competition proved to be a very good idea," Heuser said. "Videos can provide a strong viral lift. It's much better than just a press release or news story or a posting on Facebook and Twitter. The readers are also more willing to invest the time to create better content, since we have done the same."

Contact Rene Heuser at rheuser@gamestar.de. WU

the interview

one on one

Joyce Carpenter
The director of blogs at Computerworld is this week's columnist. Reach her at jcarpenter@computerworld.com.

> *"The most important thing I would say to anyone about social media is to remember that it's social. Many times people think they can just post a link and somehow it'll start getting hits. In fact, no one will see it if you haven't worked to build a network of connections at that site."*

Q What does a director of blogs do?

A First, I try to embrace the oxymoron that is my title. Actually, directing bloggers is about as likely as herding cats. Rather, I nudge, cajole, hint, suggest and advise if bloggers need a little help with ideas or to improve their postings.

We have a variety of bloggers, with different types of experience and expertise. Our staff bloggers and some of our regular freelancers, for example JR Raphael and Preston Gralla, are tech journalists who each have a good understanding of their craft as writers and of our readers. Some of our bloggers are enthusiasts turned writers. Some are people from the industry who want to share their expertise with their peers. Altogether, we probably have about 20 active bloggers.

I try to find bloggers who fall into all of those categories and who can discuss different aspects of technology. I have different sources: my own reading in the blogosphere, recommendations from co-workers and bloggers, contact from potential bloggers via Twitter and inquiries from PR firms.

Once I have someone who might work out, I get them going with our software, which is a Drupal system, edit their posts to greater or lesser degrees depending on their abilities and help the posts get page views from the social media world, for example Twitter and LinkedIn.

Recently I've been searching for people to contribute to three group blogs we'll be launching soon. These are in the areas of healthcare IT, financial IT and government IT. We've never done group blogs before, so I'm creating new processes for handling these.

Q How do you balance how many paid bloggers you retain vs. bloggers who will work for free?

A My budget largely determines how many paid bloggers I can maintain, but I have a lot of leeway in how I construct their pay scales. Right now I have almost as many pay structures as I have paid bloggers. Some are paid for page views, some for registrations to our Insider program and some receive a flat rate per post.

I have tried to cut down on the number of stand-alone, community (free) blogs in anticipation of the verticals I mentioned above. Since these verticals will be group blogs, I'll need to maintain relationships with many more bloggers. They probably won't post as often as those who have their own blogs. I expect I'll need to spend a bit more time cultivating these potential bloggers than I have in the past.

Industry bloggers are not paid, of course, but they can take quite a bit of time to find and to edit. I have strict guidelines about their posts. First and foremost, they may not use the blog to promote any product, company or service. Their posts must be vendor-neutral. Since they are not professional writers, I need to spend more time teaching them about headlines and writing styles than the journalists. Also, the paid bloggers tend to stick with it, whereas the unpaid bloggers can get busy with their real lives and disappear.

Q What makes a good blogger?

A For Computerworld blogs, a good blogger is:
- Someone with expertise in an aspect of technology that our readers want to know about.
- Someone who understands the craft and the ethics of journalism.
- Someone with a proven ability to develop an audience.
- Someone who can write an interesting post at a regular interval (for example, daily for our paid bloggers, weekly for unpaid or monthly for the new group blogs).
- Someone who understands how to use social media to promote their blog.
- Someone with well-supported opinions.
- Someone with a good sense of humor. I find that's the best indicator of someone who will have a unique voice in his or her blog.

Q What are a few tips you can offer on the effective use of social media sites?

A Since social media sites are second only to Google for referrals, it's important to understand some of the more important sites. To be effective you need to understand how each site works — who's there, what the etiquette is, what stories are likely to do well. A few years ago, Digg and Slashdot were very important traffic drivers. These days, Facebook and StumbleUpon are becoming more significant.

The most important thing I would say to anyone about social media is to remember that it's social. Many times people think they can just post a link and somehow it'll start getting hits. In fact, no one will see it if you haven't worked to build a network of connections at that site. If you only have 20 Twitter followers — most of whom are your co-workers — you're not really using social media very effectively.

Q What sort of traffic and/or feedback do your bloggers generate?

A Computerworld blogs generate about 25% of our

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Media Management Institute explores breadth, depth of IDG

"Collaborative." "Fulfilling." "Enlightening." "Friendly." Those are just a few of the descriptions participants gave at the wrap-up session summarizing their impressions of the IDG Media Management Institute.

Held Feb. 7-9 at the Babson Executive Conference Center in Wellesley, Mass., 14 employees from nine U.S. business groups learned about IDG's business from a functional perspective. Workshop presenters, all of whom were IDG managers, offered insights into online advertising, mobile, events, IDC, IDG Tech Network, finance, social media, strategic communications and PR, research, editorial, databases and business unit leadership.

*Seated (l-r): Systems Development Manager **Bushra Khalid**, IDG; Program Developer **Jason Tenenbown**, IDG Strategic Marketing Services; Manager/Custom Solutions **Charles Sacco**, IDC; Senior Online Designer **Zach Sullivan**, IDG Enterprise. Standing (l-r): Account Director/Digital **Farrah Forbes**, InfoWorld; Account Director **Kathy Rebello**, IDG Consumer & SMB; San Francisco Bureau Chief **James Niccolai**, IDG News Service; Finance Director **Ferdinand David**, IDG Syndication & Networks; Engagement Manager/ Go-to-Market Services **Paul Morrisette**, IDC; Director of Program Management **Carol Venezia**, IDG Strategic Marketing Services; Integrated Sales Director **Denise Thayer**, IDG Global Solutions; Editor/IDG World Update **Patricia Smith**, IDG International Publishing Services; Sales Director/Telecommunications & Mobility **Lou Kustwan**, IDC; Managing Editor **Jim Duffy**, Network World.*

PATTY CHISHOLM

IDG Communications CEO **Bob Carrigan** talked about the media market's competitive landscape and IDG's role as a category leader, noting that IDG is in the best category (IT and telecom) on the web in terms of marketing dollars spent.

More than a few of the participants reflected on how much they didn't know about the operations of other business units — especially across the IDG and IDC divide. For IDG Consumer & SMB Account Director **Kathy Rebello**, getting a glimpse IDG Enterprise's mobile products was particularly useful. "I had never seen some of those ad units, and suddenly ideas for collaboration, and how we might try something similar for PCWorld and Macworld, started to click."

"We always encourage our participants to consider how they can share the information they've learned at the IDG Corporate Programs with others in their organizations who would benefit," said IDG Training & Development Director **Laurie Butson**, who hosted the program along with IDG Enterprise SVP/ Human Resources **Patty Chisholm** and IDG Training & Development Coordinator **Carolyn Yanuskiewicz**. "They spend three days immersed in learning and meeting new colleagues, and it's wonderful to see how motivated they are to continue the relationships they've made and to connect those people with colleagues back home where there might be ways to work together."

The program concluded with participants reviewing a case study and dividing into two groups to present recommendations on increasing profitability at a fictitious company encountering market challenges similar to what an IDG business unit might face.

Write to laurie_butson@idg.com.

IDG Professional training program focuses on developing leadership skills

Nineteen IDG and IDC employees from the U.S., Canada and Sweden attended another IDG corporate training program, the IDG Professional, in Wellesley, Mass., Jan. 25-26.

The program was created and designed with the idea that everyone, at some point in their career, is a leader in some capacity. The goal is to help employees see themselves as leaders, assess their leadership strengths and development areas and identify leadership opportunities within their current role and organization.

Participants, who are nominated by their managers, explore characteristics of leadership and learn about related topics from IDG leaders and managers. Segments focused on core leadership characteristics:

1. Be excellent at what you do.
Set goals, track results, be competent and understand your business.

2. Learn continually
Forward-looking, continuous improvement.

3. Champion change
Be a change agent/champion, challenge the status quo, move the business forward, learn from mistakes and successes.

4. Think and act innovatively
Engage in creativity, risk taking and a culture of innovation.

5. Focus on customers
Define your internal and external customers.

6. Communicate powerfully
Influence with impact, listening, understanding/adapting to different communication styles.

7. Build relationships and value teamwork
Enlist others, collaboration.

8. Support, strengthen, and recognize others
Provide positive feedback and appreciation.

9. Demonstrate character
Set the example, values, honesty, accountability.

10. Live with vision
Create a vision for yourself and the leader you want to be.

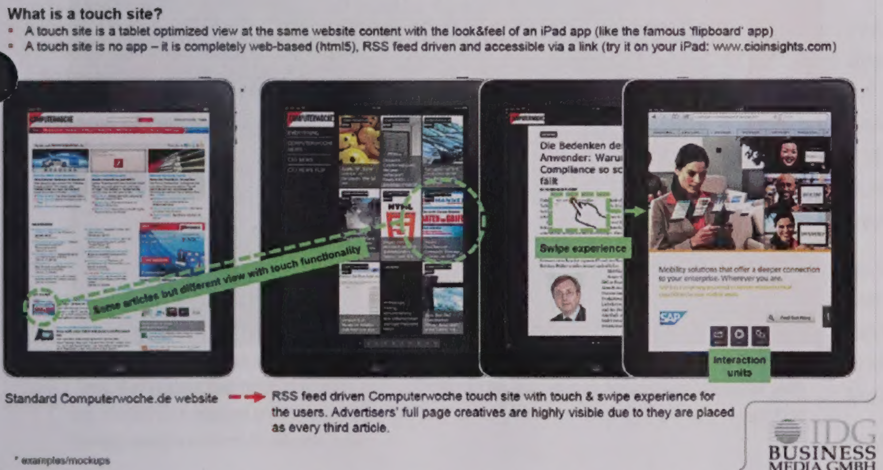
Avaya

continued from page 1

The platform, from New York-based start-up Onswipe, lets publishers display content — including full-screen, print-quality interactive advertising — in a customizable tablet-friendly format.

Michael Latchford, *IGS director of international sales, presented and sold the Touch Site program to Avaya.*

"We decided to use this smart solution to develop an advertising concept for Avaya, which was interested in reaching the growing number of business users consuming content on the iPad," Linde said. "The idea was to create a campaign that did not simply display a banner on our website but gets the client involved in the experience users have when they have the chance to get the websites' editorial content in a new and innovative way. Avaya strongly benefits from the high level of awareness users give to such a 'swipe-able' website view," Linde explained.



What is a touch site?

- A touch site is a tablet optimized view at the same website content with the look&feel of an iPad app (like the famous 'flipboard' app)
- A touch site is no app – it is completely web-based (html5), RSS feed driven and accessible via a link (try it on your iPad: www.cioinsights.com)

Standard Computerwoche.de website → RSS feed driven Computerwoche touch site with touch & swipe experience for the users. Advertisers' full page creatives are highly visible due to they are placed as every third article.

* examples/mockups

Same articles but different view with touch functionality
Swipe experience
Interaction units
Die Bedenken de
Anwender: Waru
Compliance so sc
fällt
Mobility solutions that offer a deeper connection to your enterprise. Wherever you are.
IDG BUSINESS MEDIA GMBH

Visitors to Computerwoche's iPad site (far left), will see a link inviting them to visit the Avaya Touch Site, which contains an RSS-driven feed of the same Computerwoche content with touch functionality. Avaya's full-page ads (far right) appear after every two articles.

"Avaya has partnered with IDG on a number of first-to-market campaigns around the world," Latchford said, "and this is certainly one of them."

Users who visit either Computerwoche.de or TecChannel.de on their iPads will see a large co-branded high-impact ad at the top of the page inviting them to visit the new Avaya-sponsored "Touch Site." There, they will see content drawn from whichever title they've visited from, sorted into different content areas. Content is directed to the Touch Site via RSS feeds created by IDG Germany Website Manager **Mike Hartmann**. When users swipe through the articles, they see a full-screen Avaya ad after every second article.

The ad, which is interactive, lets users link to Avaya's landing page or they can share the ad with colleagues via Facebook, Twitter or email. So far, Linde says they have been pleased with the click-through rate — which averages about 4% — from the banner ads on Computerwoche and TecChannel. "And users who click on the banner swiped through an average of seven Touch Site pages and stayed an average of seven seconds on the Avaya ad. These are great results so far!" Linde said, adding that he would be happy to share more about their Onswipe experience with anyone who might be interested.

Latchford said the Avaya iPad campaign is scheduled to run for three months in Germany, and he said he is hopeful that they will both extend that campaign as well as expand it to other markets.

For more information, contact Michael Latchford at Michael_latchford@idg.com or Karsten Linde atklinde@idgbusiness.de. For more information about Onswipe, visit www.onswipe.com or check out this article: http://tinyurl.com/78xkc85. WU

One on one

continued from page 3

web traffic each month — a bit more on our mobile site. The majority of that traffic is to posts from our paid bloggers, of course, but our staff and community bloggers also have significant followings among our readers. Their page views may not be quite as high, but the community they build through comments and discussions is an important service to our audience.

Q What kinds of non-blogging-related activities do you handle at Computerworld?

A My primary non-blogging activity these days is working with the Insider program, which provides premium online content to registered readers. I keep track of what we have in our pipeline for the program, represent Computerworld on the editorial task force, and occasionally work with our Digital Solutions Group to improve our workflow. Very soon I'll be meeting with other editors to see if we can brainstorm a set of articles that will generate as many registrations as our extremely successful Word 2010 and Excel 2010 Cheat Sheets. Given their success, it's a big challenge. WU

IDG Australia

continued from page 1

tech marketers' priorities for 2012 and beyond.

"There's a lot of general marketing information out there, but marketing IT isn't the same as marketing Coca-Cola," Adams said. "Good benchmarking information is hard to come by, and the session was really well-received."

Janice Tong, group account director for Australian Reseller News (ARN), presented highlights from ARN's recent State of the IT Channel research study.

"ARN is overwhelmingly the strongest brand in the Australian IT channel, but there's often a lack of understanding about what the channel is and how to market effectively to it," Tong said. "Our State of the IT Channel research is modeled on the State of the CIO study and covers areas like projected revenue growth, margins, salaries as well as management priorities, relationships with vendors and distributors and a range of other key metrics."

PCWorld
YOUR GUIDE TO THE BEST IN TECH

*"We have the space to entertain clients," said IDG Australia Managing Director **Davy Adams**, "and that networking hour was incredibly valuable as an opportunity for us to get together with our clients in a relaxed environment with waiters serving drinks and canapes. It was a real buzz having everyone there in the one spot."*

According to Tong, the State of the IT Channel report is an "essential addition" to the vendor and distributor marketing toolkit. "As it is a predictive report, it provides them with an overview of where the channel is heading over the next 12 months and, as such, can shape the way they are currently marketing their businesses. In fact, some vendors are already looking to integrate part of the findings into their internal partner roundtables as talking points."

Adams said that his and Tong's presentations "aimed solely to provide information about the market. By positioning IDG as the authority in these areas we naturally become the first media organization tech marketers turn to when they want to reach the IT audience."

IAN SHARP PHOTOS

*ARN Group Account Director **Janice Tong** (l) and IDG Australia Director of Marketing and Program Development **Lisa Glover** provided attendees with a look at the Australian IT channel and various marketing solutions IDG can provide.*

In their feedback comments, attendees said they would have liked longer presentations on both research reports. Adams attributed this to there being "so little information around and partly because we set the 15-minute presentations up as a teaser to a more in-depth, face-to-face meetings later on. Both research presentations could easily have gone for an hour." He added that IDG Australia now has "a host of meetings" lined up to cover the research reports in greater depth. Attendees said they would also like to see more Australia-specific research. "In response we'll be rolling that information out in the coming months," Adams said.

The afternoon's final presenter was **Lisa Glover**, IDG Australia director of marketing and program development, who spoke on "Innovative Marketing Solutions in IT Media." Based on her previous work with IDG Global Solutions (IGS) in London, where she managed cutting-edge integrated marketing campaigns across Europe, she provided a glimpse of the mobile, social media, video and virtual events that IDG can help coordinate.

Glover said she enjoyed being able to share some of the innovative custom programs she had worked on at IGS and discuss best practices and lessons learned. "Feedback was excellent, and I genuinely believe the marketers all walked away with at least one new idea."

"We were clear that some of these campaigns need fairly large budgets and so might be best run on a regional basis," Adams said. "We're talking with our partners in Singapore to see what partnership opportunities we can create to leverage those."

The free event, which had been marketed primarily by personal invitations from IDG sales executives using LinkedIn, e-mail and phone, had an open hour after the three presentations to allow attendees to network over food and drinks.

The clients agreed, calling the event "timely and interesting." A representative from Kyocera asked for a copy of the presentations, as "there was so much great information I'd like to review it in my own time."

IDG Australia is planning to reprise the event in Melbourne in a few weeks and is planning a second event in Sydney in six months that will cover the 2012 State of the Australian CIO and a local version of IDG Research Services' IT marketer research.

Contact Davy Adams at davy_adams@idg.com.au. WU

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Peter Gruber *IDG Germany*

22

Thomas Wilms *IDG Germany*

21

Reinhard Prasse *IDG Germany*

20

Anders Lotsson *IDG Sweden*
Michalina Nowakowska *IDG Poland*

19

Doni White *IT World Canada*

18

Lisa Nilsson *IDG Sweden*
Stefan Kaczmarek *IDG Poland*
Jens Stark *IDG Switzerland*

17

Jeannie Button *IT World Canada*
Hans Christiansen *IDG Denmark*

6

Eric Knorr *InfoWorld*
Thomas Cloer *IDG Germany*

15

Chris Jarmul *IDC*

14

Jill Cleary *IDC*
Jeff Coles *IT World Canada*

12

Kevin Capalbo *IDC*
Donna Butts *IT World Canada*
Jesper Landén *IDG Sweden*
Lina Vikman *IDG Sweden*
Hansjörg Honegger *IDG Switzerland*
Maarten van Hage *IDG Netherlands*
Rick Val *IDG Netherlands*

11

Sabine Anegg *IDG Germany*

8

Chris DaRosa *IDG Enterprise*
Anna Ekström *IDG Sweden*
Søren Queitsch *IDG Denmark*

7

Katja Staffetius *IDG Germany*
te Lopes da Silva *IDC Brazil*

6

Diana Gill *IDC U.K.*
Kim Stensdal *IDG Denmark*
Sebastian Woerle *IDG Germany*
Peter Holzinger *IDG Germany*
Jeroen Jonker Roelants *IDG Netherlands*

5

Bob Johnson *IDG Connect*
Carrie MacGillivray *IDC Canada*
Brad McBride *IT World Canada*
Dave Webb *IT World Canada*
Shane Schick *IT World Canada*
Penny Gianniotis *IT World Canada*
Paolo Del Nibletto *IT World Canada*
Howard Solomon *IT World Canada*
Jean Francois Ferland *IT World Canada*
Eiko Furumoto *IDC Japan*
Pascale Romein *IDG Netherlands*

4

Madeline Kruzel *IDG World Expo*
Brian Jackson *IT World Canada*
Andrew Harrison *PC Advisor*
Ludwik Krakowiak *IDG Poland*
Michael Hermann *IDG Switzerland*
Andrew Bell-Wright *IDC U.K.*
Samuel Carvalho *IDC Brazil*

3

Diego Valer *IDC Peru*

2

Susan Johnson *IDG Global Solutions*
Denis Lalonde *IT World Canada*
Peter Wiklund *IDG Sweden*
Fernando Ruiz *IDG Spain*
Marcin Kitlas *IDG Poland*
Yuko Tominaga *IDC Japan*
Cristina Jansen *IDG Denmark*
Daniel Mortensen *IDG Denmark*
Nicolas Zeitler *IDG Germany*
Leonardo Bueno Munin *IDC Brazil*
Andrey Santoni dos Santos *IDC Brazil*

1

David McNally *IDC*
Pingis Hadenius *IDG Sweden*
Marcin Renduda *IDG Poland*
Sonny Meyer *IDG Switzerland*
Hans Weber *IDG Switzerland*
Briony Rowe *IDG Global Solutions*
Mariana Barbarini *IDC Brazil*
Thais de Lima Melo *IDC Brazil*
Fernando Lima *IDC Brazil*
Kim van Arendonk *IDG Netherlands*
Emke Slijkerman *IDG Netherlands*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Survival of the fittest

*(From left): Event Manager **Maibritt Møller**, Key Account Manager **Bettina Thyge** Thomasen and Managing Director **Søren Queitsch** burn a few calories in IDG Denmark's new fitness center.*

Late last year, IDG Denmark Journalist Kasper Jensen saw a small notice in the country's Journalist Union newspaper about a fund that supported health initiatives. Staff from IDG Denmark applied and secured a financial donation, and, with an additional IDG contribution, the office now has its own in-house fitness center with a treadmill, cross trainer, bike, rowing machine, free weights and hand weights.

Managing Director Søren Queitsch said it's been a huge success since the day it opened earlier this month. "The easy access saves a lot of time for employees, and it has been a motivation for others who didn't exercise as much as they wanted to before," he said.

Conveniently, IDG Denmark already had shower facilities for employees who ride their bikes to the office. **WU**

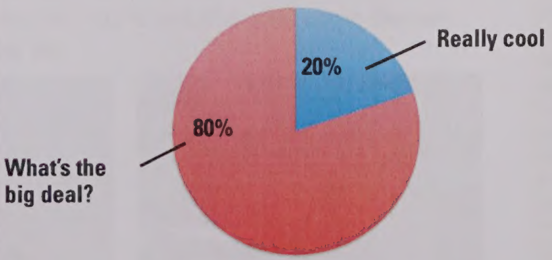
Wanted: Photos of the Day

The IDG Denmark photo above was also part of IDG Central's Photo of the Day feature. Any employee can send in a a quick snapshot of a "little slice of life" at the office, an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

Question of the Week results for Feb. 20

What do you think of Pinterest.com?



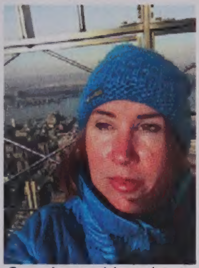
Log on to www.idgcentral.com to vote on this week's question:
Did you watch any of the 2012 Academy Awards show hosted by Billy Crystal?

celebrating 20!

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Netherlands' **Gabriella Meijnckens** traveled to New York City in December 2011.*

Joined IDG Netherlands
Dec. 1, 1991

Career path
I started as a customer service employee and worked my way up to first coordinating this division, then became a database marketer within the marketing department for InfoWorld and ComputerPartner. My next job was junior brand manager for several B2B brands. I soon became brand manager and added events to my list of responsibilities. When IDG wanted to start a separate events department for all IDG brands, I immediately applied for the job, and after managing this department for a while I went back to marketing B2B and started my current job as Manager, Marketing & Events B2B in January 2010.



Our trip would not have been complete without seeing the top of the Empire State Building.

Who I traveled with
My partner Peter Pool, who I met at IDG in 2004. New York was very high on both our wish lists, so the choice of our travel destination was made quickly.

Why I chose this trip
New York had been my dream destination for a long time. This seemed to be a perfect opportunity to finally visit the city that never sleeps in a unique and 'over the top' way.

Trip highlights
We were met by our driver at the airport and had a nice ride by town car to our hotel. We stayed at a luxurious hotel, with a great room on the 22nd floor so we could enjoy the view of NYC at all times.

The city scene from the Empire State Building: amazing.

We walked all of the eight days we were there to fully experience the people, streets, shops, traffic, sights and sounds. Although we had explorer passes for at least 10 sights, we decided that we wanted to experience as much of the street life as possible. We walked from mid-Central Park to the Brooklyn Bridge, from the Meat Packing district to Chinatown, from Times Square to SoHo, from Grand Central Station to the Manhattan Bridge, and still we were not tired.

New York was everything I imagined it to be and more. Of course, we went to the Empire State Building for an amazing view of the city. We visited the Ground Zero memorial site, which was overwhelming. We caught just a glimpse of the skating rink at Rockefeller Plaza through the fast-growing crowd, but we also walked to the harbor for some tranquility in comparison to the buzzing city center.

A stop for Wi-Fi and a cafe outside the Flatiron Building.

I have to recommend that everyone should see New York at least once in their lifetime! You must live it, feel it and experience this overwhelming city to know what everyone is talking about. I think there's nothing like it, and I enjoyed my trip very much. I aim to come back every other year from now on. New York leaves an imprint, that's for sure. I'm very thankful for the opportunity I had to visit this great city in the way that we did.

Typical street scene in Manhattan.

The perspective of New York City from the harbor was impressive, too.

Great view of both the Brooklyn Bridge and the Manhattan Bridge.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Jan Mazal *IDG Czech Republic*
Gabriella Meijnckens *IDG Netherlands*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld | iWorld, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

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WWW.IDGCENTRAL.COM

Yuji Takei named country manager of IDG Japan

***Yuji Takei** comes to IDG Japan from Dun & Bradstreet where he most recently served as president and CEO of the Tokyo office.*

Yuji Takei, most recently president and CEO of Dun & Bradstreet in Tokyo, has been hired as IDG Japan's country manager, effective March 1. He brings extensive experience in information services including online and lead-generation services, noted IDG VP/International Finance **Keith Arnot**, who collaborated with an executive search firm in the recruitment effort.

"Takei-san has broad and relevant experience as a professional manager and also shares a passion for information technology," Arnot added. "I am confident that under his leadership our business will develop and prosper in serving our clients and achieving IDG's mission for the Japanese market."

Prior to joining Dun & Bradstreet in late 2010, Takei spent almost two years as country manager for Prometric Japan, whose parent company is the global leader in technology-enabled testing and assessment services. Earlier, he spent 23 years at Reuters Japan, which included a two-year post in London, serving as head of professional services and then as president and representative director.

"I'm extremely excited about this great opportunity," Takei said. "IDG is on the leading edge of the global IT media market, and IDG Japan has a tremendous opportunity to optimize the global brand and capabilities. I will do my best to make IDG Japan a great company, and I am looking forward to working together with my colleagues in Japan and across IDG worldwide."

Takei earned a B.S. in politics from Keio University and resides in Tokyo with his wife and two daughters. He enjoys playing golf, scuba diving and big motor bike riding ("But I've never exceeded the speed limit!").

Arnot introduced Takei to IDG Japan employees Feb. 23 and emphasized his appreciation for Publisher/Editor-in-chief **Yoshitomo Fukuda** and Editor-in-chief **Satoshi Yoshida** and "their great dedication and commitment in managing the business during this interim period." Former country manager Joji Tatsugi resigned last March to pursue a career in public service.

Write to yuji.takei@idg.co.jp. WU

It's baaack! Worldwide IDG Employee Survey starts this week

Each year, employees at the company's wholly owned business units worldwide are invited to share their thoughts and opinions regarding a wide spectrum of areas related to the overall working experience at IDG and IDC. The vehicle for this feedback is the IDG Employee Survey, and it is coming to your email box this week.

> ***"It's a tool that allows employees to share their feedback about what is working well and what could be improved."***
> ***— Annelise Fortier, director, IDG Corporate HR***

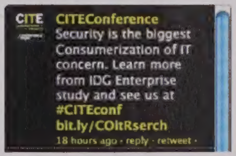
"The survey is a tool used to measure employee satisfaction at IDG, to listen to employees and to develop action plans to help improve the business and overall work environment," said **Annelise Fortier**, director, IDG Corporate HR, whose group is responsible for overseeing the survey. "It's a tool that allows employees to share

continued on page 5

Twitter Chats spark engagement in conference topics, promote event

As a way to generate excitement about this week's Consumerization of IT in the Enterprise (CITE) Conference & Expo while showing the company's leadership in the social media sphere, IDG Enterprise has used weekly Twitter Chats to create conversations among speakers, attendees, IDG staff and sponsors.

#CITEchat



CITEConference
Security is the biggest Consumerization of IT concern. Learn more from IDG Enterprise study and see us at #CITEconf bit.ly/COltRserch
18 hours ago · reply · retweet ·

It's the first time IDG Enterprise has tried Twitter Chats, borrowing the concept that has been used successfully the past few months in a program IDG developed for Dell (www.newfulcrumpoint.com). During a Twitter Chat, identified by a hashtag (for CITE, it is #CITEchat), Twitter users interested in a specific topic discuss questions and topics posed by a moderator.

CITE, which runs March 4-6 in San Francisco, is the

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Inside this issue

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IDG Czech Republic hosts fifth annual StorageWorld page 2
Germany's IDG Magazine Media renamed IDG Tech Media page 2
One on one: IDC Research Director, Mobile Connected Devices Tom Mainelli page 3
Celebrating 10: China Computerworld's Sha Li page 8

in brief newsworthy

Germany's IDG Magazine Media renamed IDG Tech Media

IDG Germany's IDG Magazine Media GmbH division, which produces PC-WELT and Macwelt and single-theme publications such as iPadWelt, iPhoneWelt and AndroidWelt, has been renamed IDG Tech Media GmbH.

The new name reflects the greatly expanded business model and range of contents offered by the brands, with digital and mobile offerings that cater to the trend of more widespread use of IT in professional and private life, said IDG Germay CEO **York von Heimburg**. The name also reflects the division's development of customized tech media services such as professional database services, direct marketing activities and corporate and custom publishing solutions.

Employees whose email addresses previously ended in @idgmagazine.de will use @idgtech.de effective March 1.

Write to yvh@idg.de. WU

IDG Czech Republic hosts fifth annual StorageWorld event

Martin Kybal, *IT manager at IDG Czech Republic, hosts a panel discussion during last month's StorageWorld.*

IDG Czech Republic held its fifth annual StorageWorld conference last month at the Prague Congress Centre.

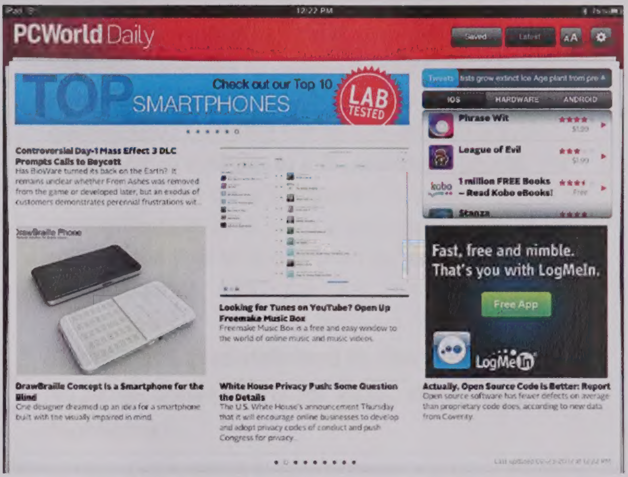
The event focused on current trends in data storage, management and archiving from both the end user and vendor perspective, including end-to-end solutions, tools and applications, said **Jana Pelikanova**, managing director, IDG Czech Republic.

StorageWorld's primary sponsors were Hewlett-Packard, DNS, IBM, Axronis, GTS and Marbes. The event was held under the patronage of the Czech National Library, "a true symbol of long-term information archiving and storage," Pelikanova said. The library's top concern is digitizing its collection and a representative from the library discussed its efforts to date.

Contact Jana Pelikanova at jana_pelikanova@idg.cz. WU

IDG Czech Republic's media portfolio consists of: ChannelWorld, CFO World, CIO Business World, Computerworld, HD World, PC World, Science World, Security World and Smart World.

PCWorld Daily app now available at no cost in the App Store



Controversial Day-1 Mass Effect 3 DLC Prompts Calls to Boycott
Has BioWare turned its back on the Earth? It remains unclear whether From Ashes was removed from the game or developed later, but an exodus of customers demonstrates perennial frustrations wit...

Looking for Tunes on YouTube? Open Up Freemake Music Box
Freemake Music Box is a free and easy window to the world of online music and music videos.

DrawBraille Concept Is a Smartphone for the Blind
One designer dreamed up an idea for a smartphone built with the visually impaired in mind.

White House Privacy Push: Some Question the Details
The U.S. White House's announcement Thursday that it will encourage online businesses to develop and adopt privacy codes of conduct and push Congress for privacy...

Actually, Open Source Code Is Better: Report
Open source software has fewer defects on average than proprietary code does, according to new data from Coverity.

The PCWorld Daily app joins a variety of other digital content delivery formats including pcworld.com; the PCWorld mobile website; the Nook, Kindle Fire and Zinio editions; an Android video app; and a Blackberry news reader.

PCWorld last month released PCWorld Daily — its first native iPad app, available now free of charge from the App Store. The app will deliver a continuously updated stream of breaking news, reviews and how-to articles, selected by the PCWorld.com editorial team.

PCWorld Daily supports landscape and portrait views and offers a fully adjustable font size.

The app's landing page also features a Twitter stream from PCWorld's editors, contributors and friends and an embedded module that presents reviews of iOS apps, hardware and gadgets, as well as Android apps.

A scrolling set of banners across the top of the page features PCWorld's Top 10 slideshows, which highlight the latest and greatest reviewed products.

According to Ulla McGee, VP, Mobile Products, at IDG Consumer & SMB, paid premium features and enhanced functionality will be added to the app over time.

Contact Ulla McGee at umcgee@idgcsmb.com. WU

Fast facts

IDC by the numbers

48 years in the information technology research business.

IDC has the largest global network of expert analysts in the industry: **1,060** vs. 775 (Gartner) and 401 (Forrester)

49% of IDC research analysts are located in emerging markets.

Each year, IDC surveys more than **300,000** decision makers around the world. The breakdown: US (120,000+), Asia/Pacifc (100,000+), EMEA (55,000+), Latin America (15,000+) and Canada (14,000+).

— *Source: IDC*

one on one the interview

Tom Mainelli
The research director of IDC's Mobile Connected Devices program is this week's columnist. Reach him at tmainelli@idc.com.

> ***"We predicted that we'll see at least two major hardware companies exit the media tablet market in 2012. Caught between Apple and Amazon, many hardware vendors are struggling to find the sweet spot in terms of hardware, ecosystem and price."***

Q **What's the scope of IDC's Mobile Connected Devices program?**

A My service covers media tablets, e-readers and connected portable media players (PMPs) such as Apple's iPod Touch as well as the software and services that make these devices tick. So, for example, to understand the appeal of the Apple iPad 2 you also have to understand the ecosystem that Apple has created to help make that device what it is. From the ability to purchase books, music and movies right on the device, to services that let you use it to access personal files — from documents to photos to home videos — stored in the cloud. These devices are much more than the sum of their hardware parts, and it's their connectivity to online software and services (hence the name of the program) that makes them so functional. And because these devices impact how consumers use and view other products, I work closely with other IDC analysts such as **David Daoud**, who covers PCs, **Kevin Restivo**, who covers mobile phones, **Scott Ellison**, who covers mobile apps, and **Greg Ireland,** who covers online video services.

Q **What market challenges are clients most concerned about these days?**

A We see a great deal of growth potential in both the media tablet and e-reader markets, but we expect connected PMP shipments to decline over time as people in mature regions are now increasingly using smart phones to do tasks they used to use these devices for, such as listening to music, playing games and browsing the mobile Web. In the fourth quarter of 2011, the worldwide market for media tablets grew to 28.2 million units, representing 56.1% quarter-over-quarter growth and 155% year-over-year growth. And we expect that growth to continue in 2012 as Apple rolls out a new iPad, Android vendors ship their next generation of products and more consumers enter the market. Despite the strong growth of media tablets, e-readers continue to see strong shipment growth, too. Thanks to some dramatic price cuts headed into the holiday season that brought top-shelf devices to under $100, the e-reader market saw fourth-quarter shipments reach 10.7 million units. That's up 62.4% from the previous quarter and 64.3% from the year before.

Q **Do you think Apple's iPad will keep a firm hold on the tablet market for the forseeable future?**

A As a percentage of the market, Apple's share of the worldwide market has slipped from 59.4% in 1Q11 to 54.7% in 4Q11. That said, it is by far the most dominant player in the market, and we expect that trend to continue throughout 2012. As I type this, Apple has just sent out invites for a March 7 event, widely expected to be the launch of the new iPad 3. We expect Apple to keep its foot on the gas in 2012 as it tries to maintain a strong lead over the rest of the pack. One area to watch in 2012 is the enterprise. Many large companies tried out iPads in pilot programs in 2011, issuing the devices to employees who used them in addition to a PC and smart phone. We expect many of these companies to begin much larger deployments in 2012, with a large percentage of users utilizing the iPad to access a virtual desktop running in the datacenter.

Q **Your group contributed to one of IDC's top 10 predictions reports for 2012. What are a few highlights?**

A We made several bold predictions in that document, which we completed back in late 2011. One of those predictions was that Amazon would grab 20% of the media tablet market in 2012, and with the success of the Kindle Fire the company is well on its way to doing just that. We expect the company to launch a 10-inch product later this year, and if they maintain a comparably low price point on such a product we believe it will do well, too. We also predicted that we'll see at least two major hardware companies exit the media tablet market in 2012. Caught between Apple and Amazon, many hardware vendors are struggling to find the sweet spot in terms of hardware, ecosystem and price. Nobody has dropped out yet, but we've still got nine months to go.

Q **Do you see e-readers and tablets continuing to co-exist as separate products or will low-end tablets at some point supplant e-readers?**

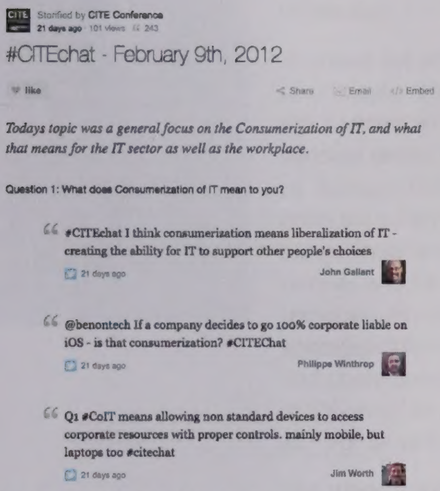
A Amazon's move to offer a 7-inch media tablet for $199 certainly caused many to fear that stand-alone e-readers' days might be numbered. But I believe that at the right price point these devices will continue to remain relevant. An e-paper-based e-reader doesn't do nearly as many things as a media tablet, but it does two things exceptionally well: It displays text that is easy to read, and it offers a battery run time measured in weeks instead of in hours. As media tablets continue to decline in price I think most consumers who only read occasionally and prefer multi-functional devices will opt for a tablet, but consumers that are more avid readers will still want an e-reader. Plus, we expect these devices to start showing up in meaningful numbers in schools, universities and industries where paper books are still the norm. In addition, to date e-readers have

continued on page 5

Twitter Chats

continued from page 1

industry’s first event that gives buyers and sellers a holistic view of how personal technology is changing the workplace. “We are covering everything from the bring your own device (BYOD) phenomenon to mobile app strategy and social technology and how these innovations and empowered employees are changing the enterprise dynamic and can really drive business innovation,” said **Anne McCrory**, IDG Enterprise’s VP/Marketing & Content, Events. “This is a big shift for IT. They need to see the big picture and how these technologies interrelate. Other conferences focus on only one of these topics at a time.”



#CITEchat - February 9th, 2012

Todays topic was a general focus on the Consumerization of IT, and what that means for the IT sector as well as the workplace.

Question 1: What does Consumerization of IT mean to you?

“ #CITEchat I think consumerization means liberalization of IT - creating the ability for IT to support other people's choices
21 days ago John Gallant

“ @benontech If a company decides to go 100% corporate liable on iOS - is that consumerization? #CITEChat
21 days ago Philippe Winthrop

“ Q1 #CoIT means allowing non standard devices to access corporate resources with proper controls. mainly mobile, but laptops too #citechat
21 days ago Jim Worth

The chats have been archived using the application Storify and are available to anyone on the CITE conference site (http://idg.me/y3aXE6).

For each Twitter Chat, McCrory selected four general topics: BYOD, Tablets, Consumerization of IT and The Social Enterprise. One took place each week during the four weeks leading up to CITE, from 1 p.m. to 2 p.m. Eastern Standard Time. While they were promoted on www.citeconference.com, through the CITE Twitter handle (@CITEconference) and in e-mails to registered attendees, anyone on Twitter interested in the topics could participate.

McCrory worked with IDG Strategic Marketing Services Director, Program Optimization Group **Colin Browning** (who developed the original Twitter Chat for the Dell program) and IDG SMS Social Media Analyst **Ashley Wilson** to manage and plan the chats, decide who would moderate and reach out to CITE sponsors and speakers to participate. IDGE Chief Content Officer **John Gallant** and InfoWorld Executive Editor **Galen Gruman** — both of whom are CITE moderators — and other IDGE writers and editors also helped promote the chats and contributed insights during the conversations.

The CITE team posted three questions that the chat would focus on in advance on the CITE website, and tweeted those out during the week. Then the moderator would incrementally pose each question during the chat. One lesson learned: McCrory said the group decided to post the instruction that each question would be rolled out by the moderator during the chats, after one participant brought up one of the questions before the moderator was ready to introduce it.

Though a Twitter post is limited to 140 characters and people had to keep their perspectives brief, McCrory said the quality of the exchanges was substantive. “It’s almost more about engagement in the moment,” she said. “Key points do get made, and you can hear the diversity of opinions — people do disagree with each other, which is good. It’s remarkable what people can contribute. And we’ve found that the conversation builds as the hour goes along.”

As various subjects came up during the chats, McCrory would often add a tweet noting that there would be a session about that during CITE or add the Twitter handle of a CITE speaker who’ll be addressing the subject.

Browning noted that there can be a lot of behind-the-scenes outreach to persuade conference speakers, influential bloggers and others to participate. While this was a supplemental activity, speakers who participated were glad to be involved, Browning said. “It’s a great way for them to know if what they’re going to be talking about at CITE is lining up with what people are expecting. When they’re excited about the chat, they reach out to their own network,” which boosts visibility for CITE, he noted.

The number of active participants at each chat, ranged from around 50 to almost 100, increasing with each chat. However, the impact in the Twitter universe was much bigger. For example, the chat on tablets had 541 tweets and reached a broad audience of almost 220,000 people.

One challenge of using Twitter Chats was keeping up with the volume. “With up to 600 tweets in the span of an hour from 100 different people, the challenge is to focus on ensuring that you are engaging with the audience and keeping the conversation going,” McCrory said. Following the chats using specialized products such as TweetDeck or, even better, TweetChat.com made it faster to sort through the volume, rather than just using Twitter.com, she added.

The chats have been archived using the application Storify and are available to anyone on the CITE conference site (http://idg.me/y3aXE6). The team also has the full transcript and comprehensive reporting of each chat from the use of a tool called Tweetreach.

“Twitter Chats have helped us show that we’re an organization that’s savvy in building conversations. We’ve used them to build an awareness and excitement about the event, but we’re proving value in the moment as well,” she said.

The additional experience from the chats for the CITE event — as well as chats for Dell and HP — has enabled Browning to create a new Twitter Chat offering from the Strategic Marketing Services team that clients can add to an integrated marketing program.

Write to amccrory@idgenterprise.com and colin_browning@idg.com.

Twitter Chat basics

Organize
Determine the hashtag, schedule the time, produce three questions, secure participation from influencers and topical experts.

Promote
Publicize through organizers’ Twitter activity, relevant websites, e-mail push to event attendees.

Lead
Conduct chat at agreed time, work through the questions, engage the audience, retweet and emphasize good responses.

Recap and repeat

Important survey dates

The 2012 IDG Employee Survey process is as follows:

March 7: Survey opens

March 23: Survey closes

May/June: Survey results will be sent to business units by Research Results. Business units and departments hold action planning meetings to discuss survey results and actions for the coming year. Business units then send action plans to IDG Chairman **Pat McGovern** for review.

Employee survey

continued from page 1

their feedback about what is working well and what could be improved, and it also allows for conversation among employees, managers and business unit leaders on how to continually improve the business and IDG as a whole." It covers employees' opinions about IDG and their business unit all the way down to an individual's work environment, his or her manager and overall job satisfaction.

> ***"The annual employee survey is the single best way that I obtain confidential feedback from all IDC employees worldwide on what they are thinking about our company and where improvements need to be made."***
>
> ***—IDC President & CEO Kirk Campbell***

To ensure the anonymity of employee responses, IDG partners with independent research company, Research Results, which hosts the survey on its secure server and directly receives and tabulates all responses, providing only aggregated summary data and unattributed verbatim responses to IDG. "No one at IDG ever has access to individual employee responses," Fortier said.

The survey is a process and tool that receives strong support from IDG Chairman **Pat McGovern**, who implemented it 26 years ago; the IDG Management Team; and senior leaders and managers throughout IDG. The survey is one of the largest organizational-wide activities run at IDG.

"The annual employee survey is the single best way that I obtain confidential feedback from all IDC employees worldwide on what they are thinking about our company and where improvements need to be made," said IDC President & CEO **Kirk Campbell**. "I carefully review all of the employee survey scores and written comments. All IDC managers and I use the results to help determine the priority areas where we can implement improvements. The survey is a great opportunity for employees to make their voices heard."

Echoing that sentiment, IDG Global Solutions President **Matthew Yorke** added, "I find the survey to be incredibly useful as it helps clarify how employees feel not just about their roles but about the direction of the company and our strategies. Every year we find some useful insights, and I find that employees genuinely appreciate the chance to offer feedback and also to hear our plans based on the survey results."

Those plans are an important result of survey feedback meetings held at the departmental or business unit level, depending on the size of the organization. "Each group may choose to handle the survey feedback meetings a little differently," noted **Piper Sheer**, SVP Human Resources for IDG Communications. "There is not one set way to hold a survey feedback meeting. The ultimate goal is for a department to talk about the results and to come up with actions that will help continue to enhance and improve various aspects of the business and work environment.

"As well, because the survey data reflects only one point in time, the feedback meetings provide an opportunity to recognize any current feelings or happenings at the business unit which may have changed — for the better or worse — since the survey was taken," she said.

For questions, please contact your Human Resources representative.

One on one

continued from page 3

been largely a North American market, but as publishers in other regions start making their content available as e-books we expect other regions to start to see shipments increase dramatically.

Q **How has your experience as a journalist had an impact on your career as an IDC analyst?**

A I graduated from the University of Nebraska/Lincoln with a degree in journalism, and my first job was at a daily newspaper. A few years later, after a stint at a technology magazine called Smart Computing, I was lucky enough to land a job at PCWorld in San Francisco. I worked at PCW for more than seven years, first in news and later in the reviews department. It was a truly great gig, with a great group of people. Eventually, though, I decided it was time to mix things up, and when I saw a job opening at IDC, I made the leap to analyst. I think my journalism training has served me well at IDC, and at the end of the day the two jobs aren't as different as people might think.

As a journalist at PCW I spent my days gathering information and interacting with the people and companies I covered, writing stories — some news, others opinion — for our customer: the tech-buying reader. As an analyst, my day-to-day work consists largely of collecting information and talking with people in the tech industry, writing reports — mostly opinions — for our customers: the companies that make, sell and service the technology those same consumers buy. Bottom line, I get to talk tech for a living, and as a geek it just doesn't get any better than that.

noteworthy people

New employees

Binda

John Binda joins the **CIO Executive Council** as enterprise client relationship manager. Most recently an account executive at Brainshark, Inc., he holds a B.A. in political science from the University of Masschusetts/Amherst. Away from the office he enjoys skiing, mountain biking and travel, most recently to Pantelleria, Italy. He blogs about social media and technology at www.somedtech.com. *jbinda@cio.com*

Gill

IDC Singapore has hired **Ram Gill** as an events account executive. Following a successful military career, Gill spent the last three years in events business development and sales in South Asia and Indonesia. After receiving his commission from the Royal Military Academy, Sandhurst in the U.K. he earned an engineering degree from Singapore's Nanyang Technological University and this year completed a law degree from the University of London. He spends his free time with his two young children and enjoys rugby, football and cycling. *rgill@idc.com*

Seo

Seo Sang-hwa joins **IDC Korea** as a senior account executive handling Access accounts. He spent the last three years in channel sales and marketing for the antivirus program development company Kaspersky Lab Korea and holds a B.S. in biochemical engineering from Inha University in Incheon, Korea. He spends his off hours playing computer games and watching soccer. *shseo@idc.com*

Soh

New at **IDC Australia** is Telecommunications Senior Market Analyst **Soh Siow Meng**. He was recently an Asia-Pacific enterprise telecom analyst with Current Analysis. Soh holds a bachelor in engineering from Singapore's Nanyang Technological University and a master's degree in communications management from the U.K.'s Coventry University. *smsoh@idc.com*

Sae-Lee

Weena Sae-Lee joins **IDC Thailand** as an administrative manager charged with general office administration. Before joining IDC she was office manager for Locus Marketing. She holds a B.A. in English and business communication from Bangkok's Sripatum University and enjoys swimming, running and travel. *wsaelee@idc.com*

Loy

Yvonne Loy joins **IDC Australia** as an associate market analyst, Telecommunications, focusing on mobile services. She earned a B.A. in finance with a concentration on corporate finance and risk management from the Australian National University in Canberra; while there she worked for Euromonitor International as a country analyst and was promoted to associate consultant upon graduation. *yloy@idc.com*

New at **IDC New Zealand** is Events Manager **Yvonne Gill**. She has five years' experience in the New Zealand business and IT events market, most recenty with Fairfax Media's Strategic Programmes and Events division. She holds an M.A. in history and politics from the U.K.'s University of Liverpool and enjoys playing gaelic football and soccer. *ygill@idc.com*

Previously a senior coordinator with Capital One, **J. Andrew Fraser** joins the **CIO Executive Council** as an account coordinator. He holds an associate's degree in information systems technology and management from Massbay Community College in Wellesley, Mass., and enjoys sailing, snowboarding and wakeboarding. *afraser@cio.com*

IDG Global Solutions' U.K. office has hired **Richard Beagley** as senior director, Strategic Clients. He was previously head of sales for Incisive Media's Financial Director and Accountancy Age. He attended the U.K.'s Keele University where he received a B.A. from the Institute of Direct Marketing, as well as a diploma in direct and interactive marketing. He enjoys "all sport, particularly rugby and cricket." *richard_beagley@idg.com*

Wong

Christine Wong joins **IT World Canada** as a staff writer for IT Business Canada, focusing on SMBs, startups and general IT news. Most recently a freelancer, she has also held reporting and editing positions at the Ottawa Business Journal, the Ottawa Sun and the Canadian Economic Press. She was also an associate producer at Business News Network, Canada's national business TV channel. She holds a B.A. in journalism from Carleton University in Ottawa, Ontario, and completed the Independent TV Producers program at Centennial College in Toronto. In her free time she enjoys running, walking, TV documentaries and "surviving every day with a two-year-old." *cwong@itworldcanada.com*

Returning employees

Cheung

Peggy Cheung returns to her role at **IDC Hong Kong** as market analyst, Client Devices. She was most recently senior marketing executive at SmarTone, working on mobile broadband and media table programs. She earned a B.S. in statistics from the Chinese University of Hong Kong as well as an M.A. in philosophy. In her free time she enjoys photography. *pcheung@idc.com*

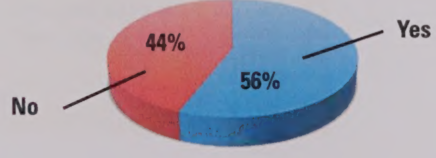
Yang

PC Market Analyst **Jone Yang** returns to **IDC China**; his previous title was industry analyst. He holds a B.A. in statistics from the Beijing Institute of Technology and enjoys playing basketball and traveling. *jyang@idc.com*

Send information for this feature to world_update@idg.com.

Question of the Week results for Feb. 27

Did you watch any of the 2012 Academy Awards show?



Log on to www.idgcentral.com to vote on this week's question:

Do you own an e-reader, a tablet, both or neither?

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
John Dix *Network World*

23
Martin Fältström *IDG Sweden*

21
Heidi Broadley *IDG Enterprise*

19
Marie Söderqvist *IDG Sweden*

18
Jai Vijayan *Computerworld*

17
Antonette Cutone
IDG Corporate Support Center

15
Carl Olofson *IDC*
Sascha Alexander *IDG Germany*

14
[illegible]lanie Posey *IDC*
Wayne Hetherington *IDC*
Ian Sharp *IDG Australia*
Krzkysztof Ceglinski *IDG Poland*

13
David Tapper *IDC*

12
Timothy Grieser *IDC*
Michele Wescott *IDG Enterprise*

11
William Stofega *IDC*
Zach Sullivan *IDG Enterprise*
Bushra Khalid
IDG Corporate Services Group
Ryo Okawa
IDG Interactive (Japan)
Birgitte Kjærulff Henriksen
IDG Denmark
Koen Zijm *IDG Netherlands*

9
Elizabeth Lindquist *IDC*

8
Mary Dean *IDC*
[illegible]by Smith *IDC*
Al Sacco *CXO Media*
Sheri Cottreau
IDG Corporate Services Group
Nga Bui *IDG Vietnam*

7
Amy Catalogna *IDC*
Robert Tons *IDC*
Leigh Worthing *IDC U.K.*
Rachel Hunt *IDC U.K.*
Paola Soriano *IDC Peru*

6
Pontus Jeppsson *IDG Sweden*
Mark Nederpelt
IDG Netherlands

5
Aimee Bartlett *IDC*
Eileen Smith *IDC*
Melissa Henderson *IDC*
Stephen Conway *IDC*
Nancy Gohring
IDG News Service
Elzbieta Jakubowska
IDG Poland
Andrew Shepherd *IDC U.K.*
Douglas Hayward *IDC U.K.*

4
Elizabeth Jolles *IDC*
Joseph Ferrantino *IDC*
Nancy Le *IDG Australia*
Mary Kittredge *IDG Enterprise*
Adam DeMattia
IDG Research Services
Monika Szczurowska
IDG Poland
Ilona Dudek *IDG Poland*
Stella Saretta *IDC Brazil*

3
Spandas Lui *IDG Australia*
Meghan Shepp *IDG Enterprise*

2
Patrick Galluzzo *IDC*
Melissa Rocco *Network World*
Petra Blum *IDG Sweden*
Magdalena Goralczyk
IDG Poland
Anders Mehlby Christensen
IDG Denmark
Michael Olsen *IDG Denmark*

1
Viennelyn Copero *IDC*
Goncalo Varela *IDG Australia*
Jean Desmarais
IDG Research Services
Matthew Wenger
IDG TechNetwork
Janet Pitt *IDG World Expo*
Louise Pearson
IDG Global Solutions
Claire Leon *IDG Global Solutions*
Aki Nakamura *IDC Japan*
Anna Carolina Landeira Mota
IDC Brazil

what's on central

IDG Central (www.idgcentral.com) is a global resource for employees of IDG, IDC and the company's licensees. The intranet contains all the content from IDG World Update as well as lots of other useful information including the online IDG directory, podcasts from IDG Training, media kit collateral, presentations from the annual IDG Global Product Line Meeting and much more, including...

IDG Training and Development Resources

The IDG Training and Development group has a growing list of podcasts and webcasts available on IDG Central. Among the topics currently awaiting you are:

- **Business Networking** by Juline Godine from Dale Carnegie.
- **Conquering Challenging Conversations** by Juline Godin from Dale Carnegie.
- **Getting and Staying Motivated** by Julie Lynch.
- **Foursquare: How Geolocation Changes the International Marketing Landscape** by Frank Cutitta.
- **Manager's Magic Potion** by Julie Lynch.
- **Innovation and Creativity** by Mary Cornetta-Brown.
- **Business Writing** by Sheryl Lindsell-Roberts.
- **Developing Your Career** by Randi Bussin.
- **Effective Presentations** by The Speech Improvement Co.
- **Managing Up, Out and Down** by Monica Brunaccini.

In addition, you will find links to Lynda.com, an online training library with more than 20,000 Quicktime movies on 320 topics including Microsoft Office, Adobe Photoshop, Flash, Dreamweaver, HTML, CSS, Illustrator, video editing, blogging and much more.

To view these resources and more, visit www.idgcentral.com and click on the Resources link at the top of the page.

To request a password for IDG Central, use the link you will find on the IDG Central landing page. For questions, write to idgcentral@idg.com.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to share a quick snapshot of what's happening at your business unit.

Any employee is welcome to send a photo depicting a little slice of life at the office, or it can be an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

The staff at IDG Netherlands held their FY12 kickoff meeting at a local racetrack. See this and other Photos of the Day via the link on IDG Central's home page.

celebrating 10!

Name
Sha Li

Home
Beijing

Joined IDG
February 2001

Career path since joining IDG
February 2001-June 2004, Assistant, Customer Service Department, China Computerworld.

July 2004-present, Client Manager, Customer Service Department, China Computerworld.

What's kept you at IDG for 10 years?
The good working environment, my colleagues and my persistence have kept me here for 10 years.

Memorable moment at work?
In 2004, I changed jobs from being an assistant to becoming a salesperson. At that time, I had no clients at all. I felt the pressure so intensely that I broke down at the annual meeting of our department. My boss and my colleagues tried to calm me down, and I learned since then that salespeople just need to learn as much as they can about their clients and be dedicated to meeting their needs.

Most challenging part of your job
Persuading clients to accept my sales proposals can be challenging at times.

Best way someone could compliment you on your work?
"She is very dedicated and persistent."

Of what accomplishment at work are you most proud?
I signed a new client who has never worked with our newspaper.

What talent do you wish you had?
I would like to be more knowledgeable about IT.

Favorite way to work off stress
Sleeping and shopping.

Favorite thing on your desk
My son's photo.

Interests outside the office
Traveling and listening to music.

Family
My husband Liu Bo and my 2 1/2-year-old son Liu Hankai.

Sha Li *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her 10 years of service to the company.*

What did you want to become when you were a child?
An entrepreneur

If you won the lottery tomorrow, you would
I would satisfy my own needs and then invest the rest.

What you'd grab if your house were on fire?
My son.

Favorite vacation spot
A beautiful beach at the seashore.

Favorite movie
Forrest Gump

Your idea of a perfect day alone?
A day I could do whatever I want to do without any concerns.

Retirement dreams?
Keeping physically fit and traveling with my family.

Manager's profile
"Ms. Li is an open-minded, easygoing and straightforward person. She is very dedicated to her work and is constantly calling on our clients. She brings a lot of fun to our team."

— Yang Yang, vice president, China Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Karen Ren *IDG China*
Yuji Takei *IDG Japan*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

12 MARCH 2012
VOLUME 42, NUMBER 10

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Ad program gets clients in front of Forbes 2000 audience

TA360 involves data targeting, database management and ad networks

IDG is rolling out a program to help its top clients target their ads to a premium audience while guaranteeing a minimum of almost 700 qualified leads within a three-month period. Called Target Account 360 (TA360), the program involves a combination of data targeting and database management using the Forbes Global 2000 List of top international companies. (Companies on the list include General Electric, HBSC, Exxon Mobil and BP.)

IDG Target Account 360
A Global Target Account Scale Program

"We've evaluated how many Forbes 2000 companies we can reach across all of IDG's U.S. properties," said **Jeremy Rueb**, IDG Strategic Marketing Services and IDG Global Solutions VP, Program Development, "so we know how many leads those properties can generate against that list and how many ad impressions they can drive."

Visitors from the Forbes list — who are recognized by their Internet addresses — to U.S. IDG owned and operated sites (currently CIO, CSO, Computerworld, InfoWorld, ITworld, Network World, PCWorld and Macworld) are served the ads from clients that have bought into the TA360 program.

Forbes-list visitors to IDG sites who then go on to any of the more than 480 sites in the IDG Tech Network are retargeted with a client's ad. "If anyone on the Forbes list who's seen a TA360 client's ad on one of IDG's U.S. sites goes over to one of the IDG Tech Network sites they'll get the same ad or a secondary message based on the one they saw on the first site," Rueb said, noting that the targeting does not work if a site visitor is first at a Tech Network site and then goes to an IDG site. He added that if IDG knows all the variations of a Forbes list company's Internet address, users with one of those variants can also be targeted with a

continued on page 4

Although the TA360 program is currently available only on IDG's U.S. properties, there are plans to roll it out internationally.

IDG Norway's Energyworld fuels excitement in local market

A client's casual remark got IDG Norway Commercial Director **Terje Edwardsen** thinking. And researching. And selling. And 12 months later a new vertical event — Energyworld, which focused on the use of IT in the oil and gas sector — made its highly successful debut. Some 330 attendees from companies including Statoil, ConocoPhilips, Exxon Mobil, BP, Shell and Aker Solutions attended the one-day event held in Stavanger, Norway's "oil capital."

"The idea for Energyworld came about after a meeting with Microsoft," Edwardsen said. "I was making a presentation for another one of our events — Healthworld —and one of my contacts at Microsoft briefly sat in on the meeting. He is responsible for Microsoft's clients in the oil and gas industry, and he commented that such an event was lacking in that sector."

*IDC Italy Research Director **Roberta Bigliani** was one of three keynote speakers at Energyworld.*

Edwardsen said his curiosity was piqued. He did some investigating, spoke to a few key clients in the industry and concluded that there was, indeed, a market for such an event.

After scoping out the concept for the new event, Edwardsen turned to colleagues to assist with

continued on page 5

Inside this issue

Contests help build awareness for Macworld | iWorld *page 2*

One on one: IDG World Expo VP/Events Nina Carrara *page 3*

IDC CCR employees treat colleague to lunch *page 5*

IDC's Chris Ilg climbs Colorado's 54 highest peaks *page 7*

Celebrating 20: IDC CEMA's Tatiana Hinova takes South American cruise *page 8*

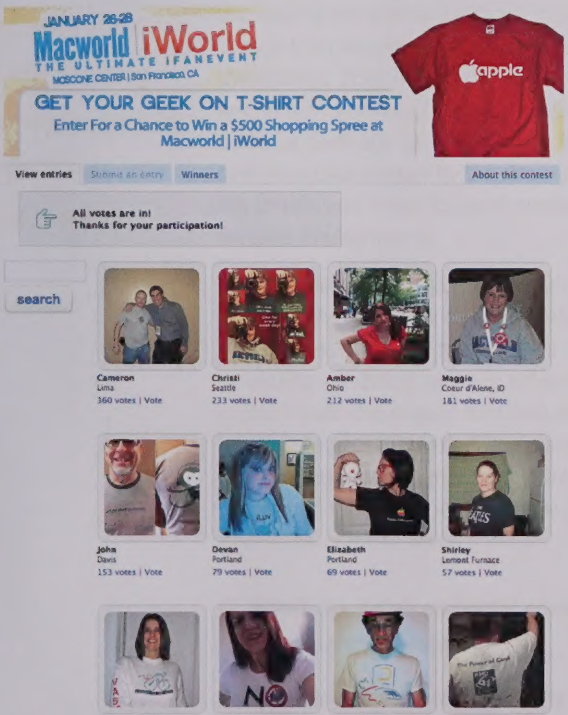
what's working ideas you can use

Contests help build awareness for Macworld | iWorld

With its new name and expanded focus, this year's Macworld | iWorld was all about attracting new participants to the three-day celebration of all things Apple. To create buzz and engage both veteran attendees and new attendees alike, IDG World Expo launched three innovative social media-based programs in the weeks leading up to the event.

Appalooza — the 25 Greatest Apps of All Time contest — was announced on the Macworld | iWorld Facebook page six weeks prior to the event. Fans and developers had 12 days to submit and vote for their favorite iOS apps, many of which were featured at the event's Mobile App Showcase. (To view a list of the winners, visit http://www.facebook.com/MacworldiWorld?sk=app_254553244581393.) Each time a user voted, his or her name was entered into a contest to win an iPad 2 pre-loaded with the top 25 apps. According to **Linsy Miller**, vice president, marketing, IDG World Expo, a total of 131 apps were submitted and included in the contest and more than 3,000 people logged on to vote during the 12 days the contest was live.

The Get Your Geek on t-shirt contest invited readers to submit photos of themselves wearing their favorite tech t-shirt. They were invited to share their photos with friends and encourage them to vote to improve their chances of winning. A panel of Macworld | iWorld judges selected the 10 winning entries, taking into account the number of votes each had received. The winners each received a $500 Macworld | iWorld shopping spree.



JANUARY 26-28
Macworld | iWorld
THE ULTIMATE IFANEVENT
MOSCONE CENTER | San Francisco, CA

GET YOUR GEEK ON T-SHIRT CONTEST
Enter For a Chance to Win a $500 Shopping Spree at Macworld | iWorld

All votes are in!
Thanks for your participation!

Cameron
Lima
360 votes | Vote

Christi
Seattle
233 votes | Vote

Amber
Ohio
212 votes | Vote

Maggie
Coeur d'Alene, ID
181 votes | Vote

John
Davis
153 votes | Vote

Devan
Portland
79 votes | Vote

Elizabeth
Portland
69 votes | Vote

Shirley
Lemont Furnace
57 votes | Vote

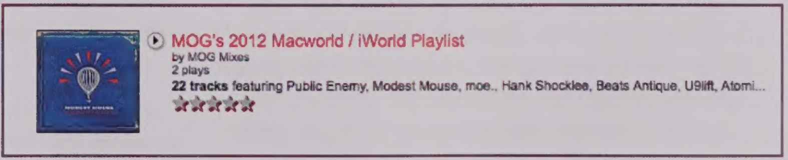
Readers were invited to submit photos of themselves wearning their favorite tech-related t-shirts. The photos were posted online, and the 10 winners each received a $500 Macworld | iWorld shopping spree.

IDG World Expo worked with Offerpop (www.offerpop.com) a Web-based social marketing platform that helps brands recruit, engage and convert customers on Twitter and Facebook.

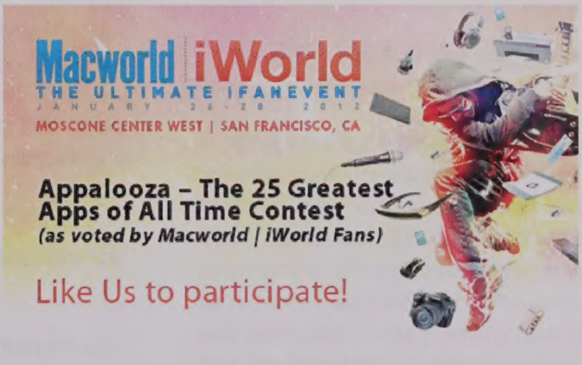
To generate interest and excitement around the Macworld | iWorld Music Experience, which celebrated the impact of Apple technology on music performance and production, World Expo worked with MOG Inc., a Berkeley, Calif., based on-demand music media company, to create a playlist showcasing music from each of the featured performers appearing at Macworld | iWorld. The list included such artists as Modest Mouse, Fitz and the Tantrums, BT, Beats Antique, Moe and many others. Users can stream the music from a variety of digital devices, and the playlist can be found here: https://mog.com/playlists/search?type=playlists&q=macworld. Both Macworld | iWorld and MOG promoted the playlist through their respective Facebook pages, Twitter, the Macworld | iWorld homepage and in e-mail correspondence to event alumni and prospective attendees.

"We were pleased with the response to all three programs, which were successful as first attempts," Miller said. "I would repeat all of them with modifications to encourage even greater participation and a more viral effect," she said.

Contact Linsy Miller at lmiller@idgworldexpo.com. WU



MOG's 2012 Macworld / iWorld Playlist
by MOG Mixes
2 plays
22 tracks featuring Public Enemy, Modest Mouse, moe., Hank Shocklee, Beats Antique, U9lift, Atomi...



Macworld | iWorld
THE ULTIMATE IFANEVENT
JANUARY 26-28 2012
MOSCONE CENTER WEST | SAN FRANCISCO, CA
Appalooza – The 25 Greatest Apps of All Time Contest
(as voted by Macworld | iWorld Fans)
Like Us to participate!

IDG World Expo worked with MOG Inc. to create a playlist featuring 22 songs from performers who were featured at Macworld | iWorld. The playlist is still available and can be streamed from a variety of digital devices.

Fans and developers were asked to nominate their favorite apps. Each time someone voted for an app, their name was entered into a contest to win an iPad 2 pre-loaded with the top 25 apps.

the interview

one on one

Nina Carrara
IDG World Expo's VP/Events is this week's columnist. Reach her at ncarrara@idgworldexpo.com.

"Attendees are looking for content to be delivered in different formats and new ways to connect with peers, and exhibitors/sponsors are looking to engage audiences in more compelling and interesting ways."

Q What can organizers do for exhibitors to make the exhibiting experience easy and efficient?

A Providing useful information in a timely manner is crucial, as is knowing your exhibitors and their products. The first step is for the sales team to make contact with a potential exhibitor, being sure to understand their market, products and their branding and other goals. Once the exhibitor has signed on, they work with the sponsorship sales professionals to explore ways to maximize their investment in the show and gain the most exposure for their products. They also work with the marketing team to make sure their products are as visible as possible on site through programs like Map Your Show (www.mapyourshow.com), First Looks (www.macworldiworld.com/first-looks/), media previews and other opportunities provided by the event to enable exhibitors to reach key audiences. Of course, exhibitors are in constant contact with the operations teams, who provide them with information on every detail of what they will need to exhibit successfully, making it as easy as possible for them to implement their plans.

Q How can show dailies — either print or online — be useful for exhibitors?

A Show dailies are a valuable resource for show audiences, and their popularity has not waned in this digital age. On site we find that attendees and exhibitors still like having something tangible to peruse and refer to. They are an excellent channel for exhibitors to promote themselves, both in traditional advertising placements and in having their company featured in the editorial. Editorial coverage gives exhibitors the opportunity to communicate deeper to the show audience by providing details and more focused messaging in a less sales-focused environment.

We complement content in the printed copies of the dailies with: detailed interactive exhibitor map software that allows attendees to plan their days, learn more about the exhibitors and see exhibitor messaging; custom-built show apps that include schedules, meeting planners, text-to-ask, floor plans and more; and networking/meeting matching software that allows attendees to easily connect with the people with whom they most want to meet.

Q What are some essential considerations for audience recruitment?

A Audience generation has changed dramatically over the past few years. It's now a more integrated mix of marketing tactics and messages across a variety of different mediums. The most important steps to achieve success are to identify your target audience, understand how they can be reached and find the correct tools to reach them. Tools we have used in the past include apps built exclusively for the event that feature the schedule, meeting planners, text-to-win contests, polling, etc.; custom-built web portals that allow non-attendees to experience the event virtually (see www.e3insider.com); daily video updates (http://idg.me/ywGuaZ); digital signage inside and outside the venue; Facebook contests; customized apps that allow attendees to find and schedule meetings with key clients at the event; bus wraps; billboards; city banners; guerrilla marketing; college marketing; campaigns to influence social media influencers; "meet-ups" both on and off site; networking opportunities from small break-out sessions to large kickoff concerts; blogger-specific outreach; RFID; radio advertising; extensive social media outreach; web-casting; webinars; traditional advertising; exhibitor co-op advertising; advertising trades; online banners; and YouTube channels, to name just a few!

Q How can industry partners help an organizer's attendee marketing efforts?

A Industry partners can tap into their own networks and connections to promote an event and ultimately drive registrations. In many cases the partner is reaching an audience we as show producers don't have a relationship with, so we're deriving the benefit of extending the show's reach through our partner. Also, when the partner is a trusted resource to its members/customers, its connection with our event provides a level of credibility only achieved through this type of relationship. In return, the partner gets a wealth of benefits from being associated with our events. With Macworld | iWorld for example, we'll partner with organizations that represent important vertical markets — such as music, art, education and creative services — since access to these targeted segments is important to the strength and success of the event.

Q What are some of the ways social media can help drive attendance numbers?

A Social media is a great tool for generating awareness about your event and leveraging your existing "friends" and "followers" to drive additional registrants. For several of our events there is functionality at the end of the registration system where registrants can update their Facebook status with an automatically generated message saying how excited they are that they'll be going to the show. This year Macworld | iWorld used Groupon (www.groupon.com) to offer

continued on page 4

TA360

continued from page 1

client's ad.

TA360 clients commit to a minimum program length of three months, and the program is limited to 16 clients per year or four per quarter, preserving the exclusive nature of this premium targeting offer. Clients must supply a minimum of three lead-generation assets such as white papers, webcasts or case studies; Rueb added that IDG can also create the assets for clients. "Good assets make it easier to entice users to engage and register, and that results in better quality leads," Rueb said.

The quarterly program costs $385,960 and guarantees clients at least 688 unique qualified leads. Rueb said the program is targeted to IDG's top accounts — "our biggest revenue opportunities, such as Microsoft, Avaya, Hewlett-Packard and IBM" — and positions IDG as a first mover in this business model.

"We chose the Forbes 2000 List because it's known across the industry as a consistent market standard and gave us the scale for the kinds of reach we want to drive," Rueb said. "We believe there will be enough overlap with most clients' lists of companies they already want to target."

IDG Global Solutions President **Matthew Yorke** called the program "a simple solution to a complex problem. It's complex in that we're working with multiple IDG business units, and we had to figure out how best to stitch together the technology to make this happen and how to allocate revenues accordingly. Of course, clients think targeting Forbes 2000 sounds easy, but we have to do it at scale, which means across business units. IDG has the technology and the media brands that can collaborate to deliver a market-first opportunity, and we've created a product and workflow that can be implemented on a volume basis. There has been quite a bit of interest across our major accounts for target account programs. TA360 answers that need."

> *"IDG has the technology and the media brands that can collaborate to deliver a market-first opportunity, and we've created a product and workflow that can be implemented on a volume basis."*
> *— Matthew Yorke, president, IDG Global Solutions*

Although the program is currently available only on IDG's U.S. properties, there are plans to roll it out internationally. "We've briefed a number of other IDG business units, such as the U.K., Germany and Sweden," Rueb said, "so they can evaluate local solutions, either using the Forbes list or developing premium lists based on their own market."

Key IDG players on the TA360 program include IDG Strategic Marketing Services SVP, Strategic Programs and Custom Solutions **Charles Lee** — "the real leader" of the program, Yorke said; IDG Consumer & SMB Senior Director, Sales Programming and Operations **Kevin Barden**; IDG Syndication and Networks Director **Ekapat Chareonlarp**; and IDG Enterprise Digital Solutions Group Director, Ad Operations and Program Management **Bill Rigby**.

Rueb noted none of IDG's competitors offer any similar programs. "They may have discrete capabilities to drive leads or impressions to specific audiences, but no one has created a media collaboration on this scale."

Contact Jeremy Rueb at jeremy_rueb@idg.com. WU

One on one

continued from page 3

an Expo Only pass registration; the results of that one tactic exceeded our expectations by generating several thousand registrations. We also launched two contests via Facebook and Twitter than resulted in growing the members of our social networks by 15%. (See the article on page 2.) Social media is also an important way to gauge what your audience is thinking, as well as to engage key groups and encourage them to be further committed to the event and its success.

Q **What are some event trends you're seeing?**

A More and more, events are no longer flat, two-dimensional conference and expos. Attendees are looking for content to be delivered in different formats and new ways to connect with peers, and exhibitors/sponsors are looking to engage audiences in more compelling and interesting ways. This allows us as show producers the creative license to develop experiential offerings that create unique, entertaining and educational experiences. The Midway area at Macworld | iWorld is a perfect example of how we created an immersive environment where attendees could interact directly with brands in unique ways, providing great value and opportunities not offered anywhere else. We turned the second floor of the Moscone Center into a dynamic collection of nine attractions where attendees could experience iOS and OS X products and technologies across the arts and education. Some examples: iPad Sketch Stations that made art come alive; a Music Studio with solo and small group performances and tech tips for musicians; Super Art Fight for live art competitions; the Coworking Zone where visitors experienced two innovative coworking scenarios; and a tribal drum circle that all attendees could join to create one powerful musical voice and celebrate being part of the Macworld | iWorld community. See more at www.macworldiworld.com/the-midway/.

We spend a lot of time distinguishing how our events can provide not only value but a memorable, lasting impression that leaves attendees eagerly anticipating next year's show. WU

Energyworld

continued from page 1

IDG Norway Commercial Director ***Terje Edwardsen*** *developed the Energyworld concept after a client remarked on the lack of an event focused on the technology needs of the country's oil and gas industry.*

IT-Health Editor ***Nard Schreurs*** *(l) hosted a session at Energyworld, while CIO Editor* ***Michael Oreld*** *developed the agenda, recruited speakers and served as the event host.*

building out the content and logistics. CIO Editor **Michael Oreld** was responsible for developing the agenda and recruiting the keynote speakers and also served as the day's host. Additionally he worked with Energyworld sponsors, each of which recruited their own speakers, to ensure their presentations were not simply sales pitches but rather case studies featuring customers on the stage.

IT-Health Editor **Nard Schreurs** hosted a parallel session. Coordinator **Randi Nystrom** handled the marketing profile for the event, and Event Team Leader **Mona Nymo** and her staff handled all event logistics.

Within three weeks, Edwardsen had met his budgeted sales goal; ultimately sales exceeded the budget by 55%. "I really believe in events that target verticals!" he said. Edwardsen sold a total of 13 sponsorships, which included one platinum sponsor — Microsoft — and eight gold and four silver sponsors. Attendees from oil and gas companies paid $230 while attendees from IT companies paid $670. Total revenue for the one-day event was $285,000.

Edwardsen said the three keynote speakers were especially popular. IDC Italy Research Director **Roberta Bigliani** offered 10 predictions for the oil and gas industry in 2012. Sonja Chirico Indrebø, the CIO of Statoil, Norway's largest oil company and Bellona President Frederic Hauge, Norway's preeminent environmental champion, were the other two keynote speakers.

Feedback from both attendees and sponsors was very positive, Edwardsen said, and the event is already scheduled to take place again Feb. 28, 2013.

For more details, visit www.energyworld.no or contact Terje Edwardsen at terje.edwardsen@idg.no.

Energyworld joins Healthworld in vertical lineup

Energyworld is the second vertical event that IDG Norway has developed. Healthworld, which was also created by Commercial Director **Terje Edwardsen** and IT-Health Editor **Nard Schreurs**, launched in 2010. The third edition will take place in Olso on Nov. 11. The one-day conference targets politicians and health care industry employees including IT managers and strategists. Healthworld's 2012 revenue is expected to be $600,000, up from $540,000 in 2011.

IDC CCR award winners treat colleagues to lunch

As is the custom at IDC Center for Consultancy and Research in India, winners of the annual Excellence Awards, which honor outstanding performance during the prior year, treat colleagues to a lunch (using a small portion of the cash prize that comes with the award). This year, the 10 award winners hosted colleagues at a seafood restaurant called Parika, located near the office in Bangalore. Pictured above (l-r): ***Itishree Sukla****, database administrator;* ***Rathina Sabapathy****, senior production coordinator;* ***Archana Sharma****, sales operations analyst;* ***Sharmila Devanesamoni****, senior editor;* ***Pavithra Jayaraman****, senior editor;* ***Jayashree Doshi****, senior data specialist; and* ***Harish Nanjundappa****, senior editor.*

people

noteworthy

New employees

Network World has hired **Jon Gold** as a staff writer. Previously a technical expert writer with Brafton, Inc., he holds a B.A. in English from the University of Iowa. Away from his desk he enjoys soccer, hockey and video games. "I discovered that you can play old Mario Bros. games on the Nintendo Wii – good, clean fun." *jgold@nww.com*

Returning employees

Zhao

Returning to **IDC China** is Associate Events Manager **Diana Zhao**. She has more than six years of experience in IT marketing and before rejoining IDC worked for Lenovo in the enterprise service marketing sector. She holds a B.A. in international trade from Beijing's University of International Business and Economics. In her spare time, she enjoys travel and baking. *dzhao@idc.com*

Please send information for the Noteworthy column to world_update@idg.com.

what's on central

IDG Central (www.idgcentral.com) is a global resource for employees of IDG, IDC and the company's licensees. The intranet contains all the content from IDG World Update as well as lots of other useful information including the online IDG directory, podcasts from IDG Training, media kit collateral, presentations from the annual IDG Global Product Line Meeting and much more, including...

Writing Workshop

In this blog, updated several times each week, IDG Consumer & SMB Senior Copy Editor **Steven Gray** looks at flawed sentences he's encountered and explains how to correct or sidestep the problem. Here's a sample:

Example: I've never gotten an error or misread from any of my Marauder products.

"Misread" is a needless shortening of a valid and only slightly longer word, "misreading." If "a misread" catches on (it's not listed in the most recent Webster's Collegiate), can "a miswrite" and "a misspeak" be far behind?

Better: I've never encountered an error or a misreading from any of my Marauder products.

To read Writing Workshop, click on the Blogs link at the top of the home page of IDG Central. To request a password for IDG Central, use the link you will find on the IDG Central landing page. For questions, write to idgcentral@idg.com.

Question of the Week results for March 5

Do you own (or use a work-owned):

Tablet: 23%
E-reader: 23%
Tablet and e-reader: 23%
Neither: 31%

Log on to www.idgcentral.com to vote on this week's question:
What did you think of the new iPad's features?

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Fernando Morán *IDG Spain*

20

Bridget Cammarata *IDG Strategic Marketing Services*
Michael Cooney *Network World*

12

Arne Arnold *IDG Germany*
Jon Röhne *IDG Sweden*
Pennie Robinson *IDC*

10

Jane Skullman *IDG Sweden*

9

Trinh Ma *IDC Vietnam*
Roberto Gutierez *IDC Brazil*

8

Lychee Lo *IDC Hong Kong*
Alejandro Florean *IDC Mexico*
Jessica Borgudd *IDC Sweden*

7

David Price *PC Advisor*
Charles Lee *IDG Strategic Marketing Services*
Michael Tavares *IDG*

6

Celestine Tan *IDC Singapore*
Leslie Baldi *IDG*

5

Liawana Liswojo *IDC Australia*
Atsushi Arai *IDC Japan*
Joanna Baranowska *IDG Poland*
Robert Ahlqvist *IDG Sweden*

4

Do-Young Park *IDC Korea*
Poon Wei Ang *IDC Singapore*
Lay Fang Ten *IDC Singapore*
Dario Nazemson *IDG Sweden*
Evan Hardie *IDC Canada*

3

Rasika Versleijen-Pradhan *IDC New Zealand*
Ryan McNally *IDC Canada*
Lalitha Raghavan *IDC Center for Consultancy & Research/India*
Amarjeet Kumar Sahay *IDC Center for Consultancy & Research/India*

2

Jerry Gou *IDC China*
Sheryl Fuertez *IDC Singapore*
Priyanka Paramita *IDC Center for Consultancy & Research/India*
Margarita Pogorelova *IDG Germany*
Jacqui Hendriks *IDC U.K.*
Marcus Svinhufvud *IDG Sweden*

1

Gary Hung *IDC Australia*
Yolanda Yang *IDC China*
Deepak Kumar *IDC India*
Jaideep Mehta *IDC India*
Ikhwan Muhammad *IDC Malaysia*
William Lee *IDC Singapore*
Sanchita Ray *IDC Singapore*
Boudewijn Muijser *IDG Netherlands*
Geilherme Campos *IDC Brazil*
Kourosh Ghassemi *IDC U.K.*
Brianca Feliciano *Now!Digital Business*
Pietra Carvalho *Now!Digital Business*
Antonia Sanz *IDG Spain*
Susanne Torpe *IDC Nordic/Denmark*
Ruaa Yousif *IDG Sweden*
Mark Britton *IDG Enterprise*
John Byrne *IDC*
Jerilyn Hartman *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

IDC's Chris Ilg seeks new heights after 14,000-ft. milestone

Boulder-based climber sets new goals after conquering Colorado's top peaks

While some people collect coins or unusual knickknacks, IDC's **Chris Ilg** sought something bigger: mountains. An avid peak bagger and rock climber, Chris is among an elite group of people — fewer than 2,000 — who have climbed all 54 of Colorado's mountains with an elevation of more than 14,000 feet.

Ilg, who joined IDC in 2009 as director of market research for the Infrastructure Channels and Alliances program, is based in IDC's small Boulder, Colo., office. He moved to Colorado in 1991 and, as someone who always loved the outdoors, met a lot of new friends who hiked and joined them.

MAROON
PEAK
14,156'

***Chris Ilg** finishes his ascent on Maroon Peak, outside Aspen, Colo., which he said was one of the most challenging of the state's 54 mountains he's climbed that are above 14,000 feet.*

His first "14ers" accomplishment was Longs Peak. "It was exhilarating; it has some exposure, and there are significant drop-offs, so you really need to be careful. When you get to the summit, the views are magnificent and spectacular. When I got home, I really felt like I'd accomplished something." Sixteen years later, he completed the last of the 14ers: Culebra Peak, a "comparatively easy stroll" in the Sangre de Cristo Mountains in south-central Colorado.

All of the 14ers' ascents are non-technical climbs that don't require using any ropes. Nonetheless, there are still a lot of challenges, Ilg said. "There's always the potential for loose rocks coming out from underneath, and you could tumble for a while. If you were soloing, you might fall into a spot where people can't see you. Also, there could be rocks falling, if someone is scrambling above. Even a fist-sized rock could be deadly. And route-finding is critical; you're a tiny dot on a big landscape, and there's always a chance of getting lost. Some trails are obvious, but that's not the case on the less-traveled peaks. You might need to backtrack and run the risk of getting into a situation where the climbing is difficult."

Ilg

While some of the 14ers are relatively easy to get to and can be done on a day hike, others require a lot of planning to get to. To get to the three 14ers in the San Juan Mountain range in southwest Colorado, where there are few roads, climbers need to take a narrow gauge railroad out of Durango to Silverton, and then backpack in.

Ilg will be circling back to Longs Peak inside Rocky Mountain National Park this summer for a technical ascent of "the Diamond" on the east face. It's a 1,500-ft. vertical sheer face, "a notable rock climb not only for Colorado-based climbers, but for climbers across the U.S. and worldwide," he said. Though he considers himself reasonably accomplished, with 15 years of rock climbing experience, this is an "uber goal." Being in good shape is essential, as the climb is a sustained one at high altitude, beginning at 12,500 feet. East-facing means that climbers can't see the weather coming in, further adding to the challenge.

It's one he plans to be ready for.

Go to www.14ers.com for more on Colorado's highest peaks. Write to Chris Ilg at cilg@idc.com.

Do you know of a colleague with a notable talent or accomplishment or an unusual hobby? Send suggestions to world_update@idg.com.

Suggest a podcast training topic

IDG Training & Development has a collection of podcasts, available to employees worldwide, on a variety of topics including motivation, innovation, business writing, Foursquare, career development and effective presentations.

What other topics would you like to see offered via podcasts? Send suggestions to IDG Training and Development Director **Laurie Butson**, and if your topic is picked, you'll receive a prize.

Get links to the podcasts by clicking on the Resource link on the home page of www.idgcentral.com, and selecting IDG Training and Development. You can also post your suggestion in the Comments section of the department's page, or on the IDG Training and Development blog.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to share what's happening at IDG business units around the world.

IDG sponsored a press event at CES.

Any employee can send in a a quick snapshot of a "little slice of life" at the office, an image from an event, a staff meeting or anything that strikes you as being a good/fun/interesting or unusual photo to share.

Send the photo with a description to idgcentral@idg.com.

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. ***Tatiana Hinova****, based in Prague with IDC Central and Middle Eastern Europe and Africa, and her husband recently went on a cruise from Buenos Aires to Rio de Janeiro.*

Joined IDG

November 1990 as General Manager, IDG Bulgaria.

Current title

Associate VP, Sales IDC CEMA and Country Manager, IDC Greece

Career path

I started my career with IDG a few months after the fall of the Berlin Wall to establish an IDG company and publishing operation in Bulgaria. In 2003 I moved to IDC CEMA in Prague; I am responsible for overall IDC sales (research and events) in Central and Eastern Europe with a great team of sales people based in more than half a dozen countries.

A Dali sculpture at the Ralli Museum.

Why I picked this trip

To visit Argentina was a longtime dream for us, and we wanted to repeat an unforgettable experience we had cruising in the Mediterranean during one of the past IDG Worldwide Managers' meeting.

Trip highlights

There is only one word to say about Argentina: fantastic. The country, the atmosphere, people, tango, food, and no words to describe the green colors and the sights and sounds of the water falls of Iguazu.

Parati, a small city south of Rio, was at its height during the gold rush of the 16th century. It has well-preserved colonial houses, churches and many craft shops and good restaurants. The House of Pineapples is a typical example of the architecture.

Waterfalls of the Iguazu River are located on the border of Brazil, Argentina and Uruguay. This photo is at the upper level of Argentine Falls, a perfect harmony of green and water.

Our ship's first stop was in Punta del Este in Uruguay, famous not only for wonderful beaches but also the Museo Ralli (Ralli Museum) with an exceptional collection of contemporary Latin American art and major artists such as Dalí, Botero, Volti, Robinson, Juárez and many others. Then we continued to Rio Grande in Brazil, Santos, Sao Paolo, Parati (a very special small city protected by UNESCO), Buzios and ended in Rio de Janeiro in the middle of Carnaval. We had an opportunity to see many different faces of Brazil with its powerful and fast-growing economy, passion, vitality, happiness and freedom. I would recommend that everyone should see Latin America at least once!

The Argentina National Congress reminded me of Rome; I later learned it was designed by the Italian architect Vittorio Meano.

The museum for the Santos football club — where Pelé first played — was full of memorabilia.

Thank you, Pat, and thanks to all the IDG and IDC colleagues around the world I have met. I encourage all my young colleagues to appreciate what they have here; this is a great company to work for.

The city of Santos in Brazil, as seen from the upper platform of a cable car.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Terje Edwardsen *IDG Norway*
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Chris Ilg *IDC*
Linsy Miller *IDG World Expo*
Jeremy Rueb *IDG Strategic Marketing Services*
Rathina Sabapathy *IDC CCR*
Matthew Yorke *IDG Global Solutions*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

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IDG Sweden republishes popular technical articles in high-end one-off magazine *page 2*

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Customers gauge IT practices against peers' with IDG Research Services; benchmark tool *page 4*

IDG World Expo's Mary Dolaher honored by event industry media outlet *page 7*

Celebrating 10: China PC World's Tao Ran *page 8*

IDC's Directions conference in Boston concludes before major power outage *page 8*

DEMO continues global expansion with Singapore debut

DEMO Brazil set for September, and DEMO Africa is being planned

IDG Enterprise's DEMO conference, the launch pad for innovative new technologies continues to spread across the globe. Held twice a year in the U.S. and yearly in China, DEMO Asia made its debut earlier this month in Singapore. DEMO Brazil is set for early September, and DEMO Africa is in the works.

"Centrally located in Asia, Singapore gives us access to one of the largest populations on earth," said **Neal Silverman**, IDG Enterprise SVP, DEMO. "DEMO has been in China for five years, primarily serving the Chinese national market and is run in Mandarin. DEMO Asia is our pan-Asian event and is held in English."

"Asia has a large and growing market," said DEMO Executive Producer **Matt Marshall**. "Now we want to showcase all of the cool emerging technology coming out of the region. It used to be that emerging technology came from Silicon Valley and hit other places later. It's a world stage now."

DEMO Asia
Asia Pacific's Launchpad for Emerging Tech

Neal Silverman*, IDG Enterprise SVP, DEMO, speaks with Jessica Tan, managing director, Microsoft Singapore, about how DEMO's Alpha Pitch Program works.*

Among the companies that have launched their products at one of the 22 previous DEMOs in the U.S. are TiVo, Salesforce.com and Netscape.

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IDC Middle East CIO Summit attracts region's top CIOs

IDC
MIDDLE EAST CIO SUMMIT 2012

IDC President & CEO ***Kirk Campbell*** *welcomed attendees to the fifth annual IDC Middle East CIO Summit.*

One hundred and twelve individually selected CIOs from across the region attended the fifth edition of IDC Middle East and Africa's signature event last month: the Middle East CIO Summit. Held this year for the first time in Fujairah, United Arab Emirates, (previous summits have all been held in Dubai) the Middle East CIO Summit 2012 attracted attendees from the top enterprises in Saudi Arabia, Bahrain, Kuwait, Qatar, Oman, Jordan, Egypt and the UAE. Approximately 55% of the audience had attended a previous CIO Summit, while the rest were first-time invitees, said **Jyoti Lalchandani**, VP and Regional MD, IDC MEA.

A hallmark of the exclusive two-day event — attendance is by invitation only — is the strict attention paid to the needs of the attendees. Approximately six months prior to the event, **Ronita Bhattacharjee**, associate VP, Conferences, IDC MEA, and **Shabana Mahadiwala**, conference director, IDC MEA, began visiting prospective attendees to both invite them

continued on page 6

> ***"The conference is proof of IDC's influence in the Middle East and the high esteem with which the IDC brand and our research analysts are held."***
> ***— IDC President & CEO Kirk Campbell***

Repurposed content generates new revenue stream at IDG Denmark

From left: Traffic Manager ***Henrik Rydahl****, Editorial Manager* ***Claus Johansen****, News Editor* ***Mikkel William Nielsen****, Editorial Intern* ***Victoria Rogena Holst Poulsen*** *and Copy Editor* ***Niels Veileborg*** *with the first two ebooks.*

At last year's Global Product Line Meeting, IDG Denmark Editorial Manager **Claus Johansen** heard IDG Consumer & SMB VP/Senior Editorial Director **Jason Snell** describe an ebook they created from a feature that had run in Macworld and were selling for 99 cents. The ebook had done very well, and Johansen thought it was an idea that could work in Denmark, as well.

After overcoming a bit of "skepticism" from colleagues and winning the support of IDG Denmark CEO **Søren Queitsch**, Johansen worked with News Editor **Mikkel William Nielsen** and Copy Editor **Niels Veileborg** to identify 30 articles published on pcworld.dk that contained tips for getting more out of users' PCs. Johansen said they limited themselves to articles published during the past 12 months and simply laid them out in a PDF file with no editing whatsoever. "It took us a couple of hours to find the content and another eight to 10 hours to create the ebook," Johansen said.

The ebook, 30 Tips & Tricks to Shape Up Your PC, has been a big hit with users, he said.

Within the first four weeks, 550 copies — priced at 29 Danish kroner (US$5.00) — have been sold. "Remember, we are a country of 5 million, so 550 is fairly significant," he said.

Of note, said Johansen, is that "our readers were willing to pay for this curated content, despite the fact that we pointed out in the article announcing the ebook that all the information was available at no cost on the website — if they could find it!"

The books are sold in IDG Denmark's Computerworld book store (shop.computerworld.dk). An interesting side note, Johansen said, is that sales in the bookstore have increased significantly — perhaps as much as 20% — since the ebook launched there. "The ebook leads people into the shop and then they start browsing around."

Based on the success of 30 Tips & Trick to Shape Up Your PC, Johansen has launched a second ebook, Test: Here Is the Best Flat Screen, which is a collection of articles about flat screens. The content for this ebook came not from IDG Denmark but from an external site that specializes in testing flat screens. "We approached them, made a deal to use their content and split the revenue 50/50," Johansen said.

Future ebooks already being planned include one focusing on smart phones, another on ultrabooks and perhaps photography, Windows 8 tips and PC security.

Contact Claus Johansen at c.johansen@cw.dk. WU

IDG Sweden republishes popular technical articles in high-end one-off magazine

TEKNIK PÅ DJUPET MED JÖRGEN STÄDJE
TEKNIKALITETER
124 SIDOR TEKNIK
BARA TEKNIK
MED INFRARÖD BLICK
FRÅN SKOG TILL BRÄDA
SVENSK SATELLITSTYRNING
JACQUARDS HÅLKORTSMASKIN
FOLIEHATT - NEJ TACK!
KABELDRAGNING
MIKRODATORKONSTRUKTION
JÄTTETELESKOPET ARECIBO
DREAMHACK - VÄRLDENS STÖRSTA LAN-PARTY
ALLT OM STATISK ELEKTRICITET
MINRÖJNING MED DATABASER
VAD GÖR FRA?
GRÄNSLÖS TELEKOM
NÄR HÅRDDISKEN KRASCHAR
RENDERFARM
VI HAR HITTAT KONSTGJORT LIV PÅ MARS
ETT MAGASIN FRÅN TECHWORLD
TechWorld Reporter ***Jörgen Städje*** *appears on the cover of the one-off magazine.*

IDG Sweden's TechWorld is taking the "ever-wonder-how?" articles by one of its long-time reporters and collecting them into a one-off 124-page magazine called Teknikaliteter (Technicalities).

TechWorld Reporter **Jörgen Städje** has been covering highly technical topics for IDG Sweden for more than a decade, informing readers how, for instance, the 1,000-foot Arecibo telescope in Puerto Rico works, how a nuclear plant operates, how fiber-optic cables are laid on the ocean floor and how DNA is analyzed.

TechWorld Editor-in-chief **Magnus Aschan** said he had been considering collecting Städje's articles for some time. "When we publish them online his articles always get very nice comments, and we know he has quite a few readers who look forward to reading his stories," Aschan said.

As a test for a possible one-time issue, TechWorld put together a handful of Städje's stories as a free PDF publication. It was downloaded more than 3,000 times. "That made the decision about going ahead with a print issue quite easy," Aschan said.

To date, Teknikaliteter has more than 600 online pre-orders at 199 kroner (US$30) each. The issue carries no advertising.

"We charge quite a lot for the magazine and wanted to make sure the readers are satisfied and get a product jam-packed with editorial content," Aschan said. "If there's a second issue, we might add a few high-profile ads."

Aschan said copies began shipping last week. Teknikaliteter is available only for order online and is marketed to TechWorld subscribers and across IDG Sweden's network of sites.

TechWorld is Sweden's largest monthly magazine aimed at IT professionals, mainly technicians and system owners. "Our aim," Aschan said, "is to be technical, practical and concrete, giving hands-on advice to our audience. Reading us makes them better at their jobs." TechWorld is published 11 issues per year and has a circulation of 10,000 readers.

Teknikaliteter is unique in the local market, and the popular-science segment is one of the largest in Sweden's magazine arena. IDG Sweden's Världens Vetenskap (How Science Works) launched in 2010 on a three-issue trial basis and was licensed from a British publisher but is no longer being produced. Aschan called Teknikaliteter "the hardcore version of Världens Vetenskap," and said that if it is successful IDG Sweden will consider publishing a second collection of Städje's science and technology articles later this year. "We are also looking into the possibilities of seminars, apps and digital versions of Teknikaliteter," he said.

Some of Städje's articles are at http://techworld.idg.se/2.4702. Contact Magnus Aschan at magnus.aschan@idg.se. WU

the interview

one on one

Alexa Wriggins

The vice president of Audience Development and Analytics at IDG Consumer & SMB is this week's columnist. Reach her at awriggins@idgcsmb.com.

Q Can you give us a brief summary of the recent content study that was conducted by IDG Consumer & SMB?

A In January 2012, IDG Consumer & SMB's in-house research team completed a study aimed at getting a better understanding of the influence of marketing content as well as editorial content on the consumer technology purchase process. The online-only study was fielded in October and November 2011. In order to get a 360-degree view, the study included 1,270 respondents from PCWorld.com and Macworld.com and 435 respondents from an outside panel of technology purchasers.

Q Have you ever done a similar study, and what were your goals?

A This is the first time that IDG Consumer & SMB has done research designed to identify how content marketing affects the key performance indicators (KPIs) marketers focus on. **Gabe Rogol**, IDG Consumer & SMB senior director of sales, first identified the need for this sort of research for the company's content marketing group, Content Works, and for our partners. He recognized that content marketing budgets are rapidly growing, but knowledge of how content achieves specific KPI's lags behind investment growth, and he encouraged the research team to do the study.

> *"Among 15 factors related to content quality, 83% of respondents indicated that up-to-date content is the most critical factor. Other important factors include reputation of the publication (80%) and expertise of the author (78%)."*

Important IDG customers like Dell are looking to us for more than just content creation; they want reliable advice on how to develop a content plan, whether it's for a blog, social media program or part of an SEO strategy. They want to be able to do two things:

1. Quantify the value of editorial and third-party custom content to consumers when making technology purchase decisions.

2. Identify what are the most valuable information sources and content types for consumers at every stage of the purchase funnel.

If we can provide this information to them, then we'll be well prepared to help them determine the optimal content mix for their campaigns.

Q Can you share some of the survey's key findings?

A In the study, we asked users which content is most important in helping to make a purchase decision at different phases of the purchase funnel. We included our three main content types — news, reviews and how-tos — and followed up with asking them what content qualities are most important. Some excerpts:

- More than 80% of tech buyers found expert third-party content on manufacturers' websites to be valuable.

- Among 15 factors related to content quality, 83% of respondents indicated that up-to-date content is the most critical factor. Other important factors include reputation of the publication (80%) and expertise of the author (78%).

- Expert product reviews are the most important content type for tech buyers before making a purchase, while how-to articles are most valuable after making a purchase.

- People are generally amenable to reading third-party content on a tech vendor website; 80% of the technology buyers we surveyed found it to be very valuable or somewhat valuable.

- Seventy-four percent of respondents found syndicated news to be most valuable before making a purchase, and 51% found how-tos to be the most valuable syndicated content type after a product had been purchased.

Q How are these findings being used throughout the company?

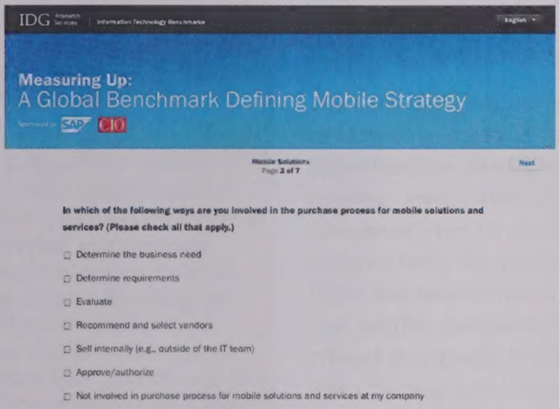
A The research is being presented to key marketing partners who need support data for large-scale investments in content. From this position of support we can engage our clients in highly strategic content conversations. In addition, the Content Works team uses the study findings, along with client feedback, to develop more thorough and effective content plans — plans built on editorial expertise and data. WU

Is there an IDG colleague that you would like to hear from in this space? Send your suggestions, along with any specific questions you may have, to world_update@idg.com.

Customers gauge IT practices vs. peers' with benchmark tool

Vendor clients gain valuable lead-gen data from IDG Research surveys

IDG Research Services' interactive Information Technology Benchmark tools are providing IT decision makers with a valuable way to see how their organizations' IT practices compare against their peers, while tech marketers gain valuable lead-generation data.



Measuring Up:
A Global Benchmark Defining Mobile Strategy

Mobile Solutions
Page 2 of 7

In which of the following ways are you involved in the purchase process for mobile solutions and services? (Please check all that apply.)

☐ Determine the business need
☐ Determine requirements
☐ Evaluate
☐ Recommend and select vendors
☐ Sell internally (e.g., outside of the IT team)
☐ Approve/authorize
☐ Not involved in purchase process for mobile solutions and services at my company

Among the 10 client companies that have bought a benchmarking research program to date are IBM-Cognos, Citrix, Unisys, Computer Associates, SAP and Comcast.

Sold as an add-on to any quantitative research engagement (U.S. or global in scope), IDG's Information Technology Benchmarks are co-branded efforts sponsored by IDG and/or an IDG media brand and a technology vendor. Participants are asked to register to complete an online assessment survey typically ranging from 10 to 15 questions. Upon completion of the tool's assessment survey, participants are immediately provided with a link to a personalized report that compares their responses against IDG's database of previously surveyed companies allowing companies to measure their organizational practices against those of their peers. The dynamic nature of the reporting environment allows tool participants to slice and dice the data by any of the available benchmarks for that survey (geography, industry, company size and the like).

> ***"For tech marketers these tools are an effective lead-gen asset...For IT decision makers these tools are a source of valuable market insights. It's a win-win all the way around."***
>
> ***— Janet King, general manager/VP, IDG Research Services***

"For IT decision makers these tools provide a unique opportunity for companies to compare their own experiences, strategies and investment priorities with those of their peers and identify opportunities for improvement," said IDG Research Services General Manager/VP **Janet King**. "Customers can save or bookmark that link so they can refer back to their report as needed," King continued. "They can print out the report data or forward the report link to peers inside or outside of their organization to share what they've learned about how their company compares to others in, say, cloud computing or mobility initiatives." (For an example of a survey on mobile strategy sponsored by SAP, go to http://tools.en.idgresearch.com/mobilestrategy/.)

In addition to serving as an effective lead generation tool, the sponsoring technology marketer can leverage survey results to identify opportunities to offer new products or services that customers appear to be lacking. IDG Enterprise National Director of Program Development **Karen Wilde** said that one vendor's senior sales force used the survey program as a way "to reach out to their upper-echelon customers." After asking them to take the survey, the vendor's sales team went over the resulting data with the customers and made recommendations as to how the vendor could help the customers. "The survey results can give the client a reason to get their customers to implement the vendor's technology," Wilde said.

Sales and marketing

King

Among the 10 client companies that have bought a benchmarking research program to date are IBM-Cognos, Citrix, Unisys, Computer Associates, SAP and Comcast. Pricing depends on the program's size — as they can include add-on white papers, executive roundtable events, magazine advertorials, custom videos and webcasts. Promotion and sales of the program are handled by IDG Enterprise's Custom Solutions Group, IDG Global Solutions and various IDG business units' sales teams.

The benchmarking programs are generally contracted and promoted for a year, according to King. The benchmark database stays static over the course of the contract, "because the initial piece of research is the basis against which all the customers' input is compared," she said. "There's value in having that remain static so the results align with previous conclusions." At the end of the engagement, clients can renew the contract and the benchmark database results would be refreshed.

King said IDG Research Services has been offering the benchmark tools for about two years but upgraded the assessment platform in January. The new version is "a more dynamic environment," she said, as peer comparisons can now be provided immediately instead of within a day or two in a PDF. It has also been revamped to allow languages other than English.

"These tools provide a way for us to extend the value of a typical research engagement," King said. "For tech marketers these tools are an effective lead-gen asset, providing an opportunity to collect rich business card data and qualified leads while building brand awareness and strengthening market positioning. For IT decision makers these tools are a source of valuable market insights. It's a win-win all the way around."

For more information contact Janet King at janet_king@idgresearch.com. **WU**

DEMO Asia

continued from page 1

Marshall said that the organizers' vision for DEMO Asia was to make it the place "where you can find the most disruptive technologies launching in Asia and have an intelligent debate about what it all means. This is very valuable to everyone: people can make better decisions, and deals get done based on better information. The best companies launching here will get publicity, and they'll get funding, too. They'll also meet partners and do more deals in areas like sales, marketing, joint venturing, reselling and so on."

The three-day event, which drew more than 500 attendees — largely technology press, venture and angel investors, buyers, entrepreneurs, corporate and business development professionals — showcased 76 companies from 14 countries, including Australia, New Zealand, India, Mongolia, Indonesia, Malaysia and China and several from Canada and Europe. Silverman said the companies from outside Asia applied to present their products at DEMO Asia because it gave them "access to the Asian marketplace, the largest consumer base in the world. If you really want to grow your company globally, you have to go to Asia."

The 47 Demonstrator and 29 Alpha Pitch companies were chosen by DEMO's local partner Sphere Exhibits from more than 500 applicants in categories such as cloud, enterprise, social media, consumer and the Web.

DEMO Asia replicated the event's usual format: Demonstrator companies were given six minutes to present their products to an audience of venture capitalists, investors and the media, and no PowerPoint presentations were permitted. Alpha Pitch companies made up of early-stage entrepreneurs and pre-launch firms were given 90 seconds to share their prototypes.

The U.S. DEMO team came to Singapore, Silverman said, to help with marketing and training. "We brought in support and presentation coaching for the Demonstrators, and our audio-visual team provided pre-event training," he added. Silverman introduced the Alpha Pitch concept with Jessica Tan, the managing director of Microsoft Singapore, and Marshall moderated several panel discussions as well as one-on-one sessions with Asian and global experts on investing, interactive and digital media, startups and Singapore's enterprise ecosystem. Former DEMO Executive Producer Chris Shipley was on hand for a one-on-one session with Amazon Web Services Asia/Pacific Technology Evangelist Simone Brunozzi, as well as a 'Where Are They Today?' panel discussion with three successful Asia-based DEMO alumni firms. IDG News Service Tokyo Bureau Chief **Jay Alabaster** moderated a panel discussion among mobile technology experts.

DEMO Asia 201
sia Pacific's La
g Technology and Tr
SPRING
CNBC
SME

*DEMO Executive Producer **Matt Marshall** said the annual DEMO Asia will offer "a lot of context and advice about what technologies are launching here, why they are launching here and insights about where it's all going. As a result, deals will get done."*

DEMO Asia was marketed with the support of strong media partners, including IDG's Computerworld publications in Singapore and Malaysia and CIO Asia; all three are produced by IDG's local partner, Fairfax Business Media. CNBC was the official broadcast partner and reported on the event.

Silverman said that several local government agencies threw their weight behind the event as sponsors. "Part of the government's initiative to host DEMO Asia was to stimulate and support the startup community in Singapore. The government wants to position Singapore as the Silicon Valley of Asia," Silverman said.

Singapore's Hoiio API won the People's Choice Award from the DEMO audience for best presentation for its application programming interface that lets developers easily build communications applications. Hoiio founder and CTO Ong Kok Choong said, "DEMO Asia has been great for us. We've received six venture capital follow-ups." As the award winner Hoiio will receive $200,000 in remnant ad space on multiple IDG and DEMO platforms and a listing in the DEMO newsletter.

DEMO Spring will be held in Santa Clara, Calif., April 17-19, DEMO China in Beijing in August and DEMO Brazil in Sao Paulo Sept. 1-3. For more information on DEMO Asia go to www.demo/asia/2012 or contact Neal Silverman at nsilverman@nww.com.

WU

DEMOguru Awards honor outstanding presentations

Winners of the DEMOguru Awards for superlative presentation, decided by the DEMO production team, included the following:

- **Sofshell** for a shock-absorbent padding system. DEMO Executive Producer **Matt Marshall** said theirs was "arguably the most entertaining demonstration of the day" as team members showed how the pad could protect an iPhone from being smashed by a 12-pound bowling ball dropped from above.
- **Gilcrux's Dropmysite**, a scheduled e-mail backup in [illegible] cloud that allows e-mail migration between cloud e-mail providers.
- **Pixtelz' CuteChat** allows video chat users to change their background images in real-time, providing the illusion that they are somewhere other than they actually are.
- **FlexiRoam** is a simple mobile client that lets users make and receive unlimited roaming international calls for a daily flat rate.
- **Fiett** won the Alpha Pitch program presentation DEMOguru award for its **Isgloves**, eco-friendly, touch-sensitive gloves that allow people out in the cold to use their touchscreen devices without removing their gloves.

IDC CIO Summit

continued from page 1

to the conference and to discuss their current business challenges and plans. Feedback from these meetings was then used to shape the Summit's agenda.

Lalchandani explained that the conference team also worked closely with the Summit's partners to ensure that their presentations addressed the CIOs' concerns in a neutral and non-sales-driven manner. A total of 18 of the world's leading ICT vendors partnered with IDC MEA for the Middle East CIO Summit 2012, including HP, IBM, Dell, Intel, EMC, Huawei, APC and SAP, with sponsorship revenue from the event passing the $740,000 mark.

IDC
Analyze the Future
MIDDLE EAST CIO SUMMIT 2012

*From left: **Rajmohan Ramdoss**, graphic designer (MEA region); **Mona Nesnas**, senior conference specialist (Middle East); **Sabeen Basar**, conference executive (Middle East); **Ronita Bhattacharjee**, associate VP, conference (MEA); **Shabana Mahadiwala** conference director (Middle East); **Angeli Balchand**, senior conference specialist (Middle East); **Romela Rodrigo**, conference assistant (Middle East); **Rania Mustafa**, conference executive (Middle East); **Jely Gonzales**, conference assistant (Middle East); **Deepa Ahuja**, project manager (MEA); **Sughand Tolani**, project manager (Middle East); **Faisal Anwar**, conference specialist (Middle East).*

CIOs came from far and wide to attend the Summit, with IDC MEA covering the delegates' travel, accommodation and meal expenses for the duration of the event. Spanning a broad spectrum of vertical industries, the attendees reflected a combined annual ICT spend of more than $3 billion and represented all of the region's key economic sectors, including banking and finance, oil and gas, government, manufacturing, aviation, telecommunications and construction.

IDC's President and CEO, **Kirk Campbell**, attended this year's Summit and was the first speaker on the opening day. Campbell discussed IDC's investments in the Middle East, which he noted, is experiencing high IT growth rates, particularly in relation to the slower growth rates being seen in many of the world's more developed economies.

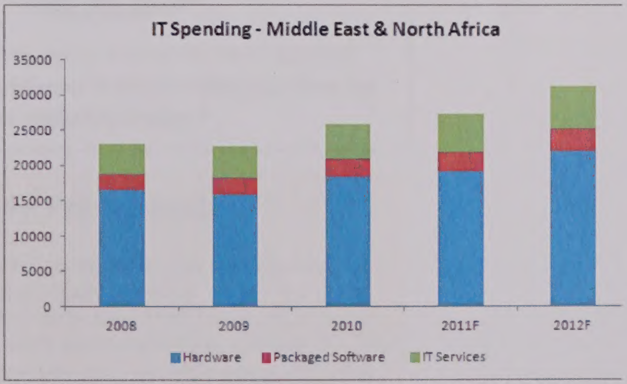
"I was very impressed with the quality of the content that IDC offered and the active engagement of the CIOs throughout the two-day conference," Campbell said. "The conference is proof of IDC's influence in the Middle East and the high esteem with which the IDC brand and our research analysts are held."

Other IDC speakers, in addition to Lalchandani, included **Martin Canning**, group VP, European Consulting; **Vernon Turner**, SVP, Enterprise Infrastructure, Consumer, and Telecom Research; **Thomas Meyer**, VP, Systems and Infrastructure Solutions, EMEA; **Steven Frantzen**, SVP, EMEA, and managing director, CEMA; **Mark Walker**, program director, Insights and Vertical Industry Practice, MEA; **Ranjit Rajan**, research director, Software, MEA; and **Paul Black**, program director, Telecoms, MEA.

Attendees also heard insights from their peers, with 10 CIOs making presentations during the summit. "These presentations were highly valued by attendees," noted Lalchandani, "as these executives are particularly interested in hearing from other CIOs."

While the Middle East CIO Summit is IDC MEA's flagship conference, it is far from its only event. The group will organize more than 130 events this year, including roadshows that travel to 24 cities throughout the region, as well as numerous custom events.

Contact Ronita Bhattacharjeel at rbhattacharjee@idc.com. WU



Source: IDC MEA Blackbook Q2 2011

people noteworthy

New employees

Sarah Divan joins **IDG Communications U.K.**'s Strategic Marketing Services division as head of emerging solutions; she was previously head of brand extensions with Metro newspaper. She studied European business systems at London's Guildhall University and enjoys travel — most recently to Australia — running, Pilates and tweeting. While at Metro she created a green car show called EcoVelocity, which was opened by the mayor of London, Boris Johnson. *sarah_divan@idg.co.uk*

Stern

IDG WORLD UPDATE

IDG Consumer & SMB has hired **Zack Stern** as a senior content producer; he was previously a video producer with Future US, where he produced [illegible] video series "Qore" for the PlayStation Network. He has completed classwork in media production at Boston University, the School of the Art Institute of Chicago and the Minneapolis College of Art and Design. He enjoys cooking and improv and recently finished motorcycle training and licensing. *zstern@idgcsmb.com*

Dawn Briddon joins **IDG Communications U.K.** as corporate marketing officer; she was previously marketing director for CBS Interactive U.K. A graduate of the University of London's Queen Mary and Westfield College, she holds a B.A. in history. In her free time she enjoys reading, fine dining and private investing. *dawn_briddon@idg.co.uk*

Returning employees

Nick Geist returns to IDG as sales manager with **IDG World Expo**. He was previously Northwest sales director for GamePro Media and worked as a contractor on World Expo's 2012 Macworld | iWorld event. A graduate of the University of Vermont with a B.A. in English, he enjoys following New York sports teams and playing golf. He and his wife are currently expecting their second daughter. *ngeist@idgworldexpo.com*

Mary Dolaher named to event trade publication's Innovative list

IDG World Expo CEO **Mary Dolaher** has been named one of the 66 most innovative people in the U.S. event industry by BizBash (www.bizbash.com), the sector's leading trade media brand.

Dolaher

In its second annual "Innovation Issue," released last week, Dolaher is among the planners, designers and other professionals who stand out as the drivers behind groundbreaking, purpose-driven concepts that shape today's events.

She has led IDG World Expo since 2006, following 12 years with the Entertainment Software Association, where she was responsible for E3, the world's leading interactive entertainment event. IDG World Expo now produces E3 on behalf of the ESA.

Dolaher has received numerous awards in recent years, including BtoB Media Business magazine's Top Innovator award for Events in 2010 for her work on E3, and has been included in the publication's list of "Who's Who in Business Publishing" for the past three years. Recently, E3 was named to Expo Magazine's Top 25 Fastest Growth Shows of [illegible]11.

The Innovation Issue also names the 10 most innovative brands, including Coca-Cola, Target and Red Bull, that are using events as a crucial part of their marketing mix.

Write to mdolaher@idgworldexpo.com. **WU**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Richard Villars *IDC*

23

Judy Bonasoro *IDC*

20

Robert White *IDC U.K.*

19

Klaus Breu *IDG Germany*

14

Karen Cash *IDC*

13

Hillevi Billinger *IDG Sweden*

12

Mattias Malmqvist *IDG Sweden*
Monica Bennett *IDC*

11

Wanda Zolcinska-Gajlewicz *IDG Poland*
Michelle Maher *IDG News Service*

9

Satoshi Fukutomi *IDC Japan*

8

Shawn McCarthy *IDC*

6

Dan Nim Andersen *IDG Denmark*

5

Boyd Chastant *IDC*
Kao Yang *IDC*

4

Sabrina Schmidt *IDG Germany*
Tsuneo Tosaka *IDC Japan*
Daniel Frey *IDG Switzerland*
Clark Pollack *IDG Corporate Services Group*

2

Joseph Petrillo *IDG Connect*
Beverly Lloyd *IDG Enterprise*
Casey Domrose *IDG Corporate Services Group*

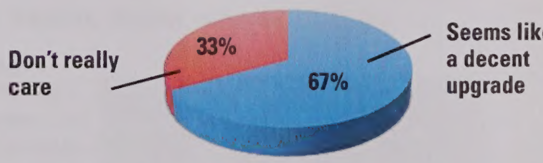
1

Rebecca Fischer *IDG Germany*
Jerzy Michalski *IDG Poland*
Magnus Ericson *IDG Sweden*
David Katz *IDG Tech Network*
Wendy Ma *IDG Tech Network*
Steven Buehler *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Question of the Week results for March 12

What do you think of the new iPad's features?



Log on to www.idgcentral.com to vote on this week's question:
Which term would you most like to see disappear from the tech reporting and/or marketing lexicon?

Check your My Profile page

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

celebrating 10!

Name
Tao Ran

Home
Beijing

Joined IDG
February 2001

Career path since joining IDG
August 2001 to June 2009, staff, Customer Service Department, China PC World. July 2009 to the present, Assistant to the Director, Customer Service Department, China PC World.

What's kept you at IDG for 10 years?
I get along with my colleagues very well.

Most challenging part of your job
Persuading others to understand the value of our publication.

What ability do you wish you had?
Flying like a bird.

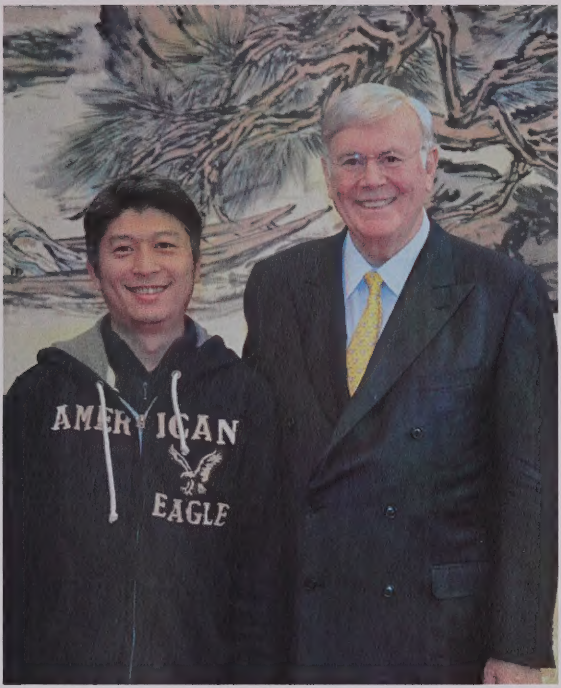
Favorite way to work off stress
Sleeping

Interests outside the office
Painting

What did you want to become when you were a child?
Military pilot.

If you won the lottery tomorrow, you would
I don't participate in the lottery.

What you'd save if your house were on fire?
Myself!



*China PC World's **Tao Ran** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

Favorite vacation spot
Anyplace where there are no crowds.

Your idea of a perfect day alone?
Doing whatever I feel like doing with no schedule.

Retirement dreams?
I would like to learn to be a better painter.

Manager's profile
"Tao is an easygoing, warm-hearted and honest person. I consider myself lucky to be his friend after years of working together."

— Linxin Li, vice president, China PC World

IDC's Directions conference in Boston concludes before major power outage

Talk about good timing. IDC had just wrapped up its annual Directions conference in Boston around 5:30 p.m. on March 13, and an hour later an electrical substation blew up next door. Heavy black smoke soon wafted over many city blocks, and a major power outage soon ensued. The area is home to dozens of shops, restaurants, hotels and, just a few streets away, IDG's Corporate Support Center at One Exeter Plaza.

A small group of IDC employees had just packed up materials from the registration and booth areas and were on their way to their annual tradition of bowling, dinner and a much-anticipated relaxing evening.

"As soon as we were served, there was a loud pop and the power went out," said Sales Operations Manager **Ruth Sager**. "We had to evacuate and headed into the dark street and the smoke — incorrectly described at the time as toxic fumes. We put paper towels over our faces and managed to get some cars out of the garage to go elsewhere for dinner."

When they returned, the high-rise Sheraton only had two elevators running, no power in the rooms and no hot water. Four employees spent the night in their rooms with glow sticks provided by the hotel.

RUTH SAGER

Heavy smoke surrounded Bolyston St. in Boston near IDC's Directions' hotel. The lights went out shortly after this was taken.

The next day, with power still out for most of the area, the IDG staff at Exeter Plaza worked from home and came in on March 15 with generators powering the building.

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and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Neal Silverman *IDG Enterprise*
Alexa Wriggins *IDG Consumer & SMB*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

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WWW.IDGCENTRAL.COM

CITE explores consumer technology's influence in the office

Front row (l-r): **Debra Becker**, marketing director; **Erica Foster**, manager, executive & custom client services; **Lissa Piscopo**, associate event planner; **Anne McCrory**, VP, marketing & content strategy; **Ellen Daly**, senior VP, Events; **Sarah Reagan**, events manager; **Abbey Weintraub**, event content specialist. Back row (l-r): **Deb Begreen**, senior director, events; **Laura Gargolinski**, event marketing coordinator; **Diana Scott**, event sponsorship coordinator.

IDG Enterprise's Consumerization of IT in the Enterprise (CITE) Conference & Expo, held earlier this month in San Francisco, is the industry's first event that gives IT buyers and sellers an in-depth view of how consumer technology is changing the workplace. With employees choosing and using their own technology to use on the job, not to mention their own social media accounts and mobile apps, consumerization affects both business and IT management.

"As personal and professional computing continues to meld together, the need for enterprise-ready solutions that deliver the same user experience as consumer technology is essential," said **Michael Friedenberg**, president and CEO of IDG Enterprise. "With consumerization of IT rapidly impacting the enterprise, there was no platform where buyers and sellers could come together to discuss best practices and challenges of social media, mobility and cloud computing. This is where the need for the CITE Conference & Expo was initiated and the launch of the event was enthusiastically welcomed by both sponsors and attendees."

continued on page 4

Directions provides insight into technology trends

IDC's 47th annual Directions conferences in the U.S. featured several new elements, attained a few milestones and stimulated networking opportunities and new business.

IDG WORLD UPDATE

IDC Program VP/ Global Services Markets and Trends **Alexander Motsenigos** (r) talks with an attendee.

The number of pre-registrations for Boston (March 13) was the highest ever, and the number for San Jose, Calif., (March 7) was one of the highest in the past nine years. Attendance (excluding IDC staff) was up 11% over last year (908 attendees) in San Jose, and up 3% in Boston (684 attendees), which collectively represented the highest attendance in five years, and the highest in Boston

continued on page 2

IDG, IDC collaborate on seventh Marketing Summit

A small-scale gathering with big opportunities for networking and informative takeaways are the hallmarks of the annual IDG Marketing Summit, the seventh edition of which was held March 7 in San Jose, Calif., close to IDG's leading clients in Silicon Valley. "It's the only event each year that brings together IDG and IDC executives with key clients for networking and a discussion of major issues and trends affecting marketers and agency professionals," said **Howard Sholkin**, IDG Strategic Marketing Services director, Communications & Marketing Programs.

The three-and-a-half-hour evening began with a networking reception and introductory remarks from IDG Communications CEO **Bob Carrigan**, who was a co-host of the evening along with IDC President and CEO **Kirk Campbell**.

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Inside this issue

One on one: Associate VP, Sales IDC CEMA Tatiana Hinova page 3

Celebrating 10: China Network World's Yang Jinxia page 8

New cartoon caption contest page 8

General session excerpts

SVP/Chief Analyst Frank Gens
Following the early mainframe years and the era of the PC, IDC defines the current computing era, i.e., the "3rd Platform," as one built on mobile devices, networks and apps; cloud services; big data/analytics and social business. By 2020, when the global ICT industry reaches $5 billion, at least 80% of the industry's growth will driven by these "3rd Platform" technologies.

IDC Asia/Pacific Group VP Sandra Ng
In 2012, emerging markets will account for 364 million smartphone and media tablet shipments, a number expected to rise to 667 million shipments by 2015.

Danielle Levitas, group VP, Consumer, Clients, Broadband & New Media
In 2011, 61% of smartphone users in China accessed the Internet via their phones daily, more than users in any other country. Next highest: 58% in Sweden, and 55% in South Korea and Japan. The global average was 44% (up from 24% in 2010).

Richard Villars
VP, Information & Cloud
IDC predicts that the capacity deployed for all big data projects in 2012 will reach 4,2000 petabytes. Depending on business, the sources driving this data growth can be quite extreme. The latest military drone surveillance systems can generate 6 petabytes a day, while utilities moving to smart meters are experiencing 3000-fold increases in data generated in just a few years. (There are a million gigabytes in a petabyte; one gigabyte is 1024 megabytes.)

A video of Frank Gens' session is available on YouTube at http://idg.me/GL2VBb.

Directions

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during the past nine years.

"The two conferences were outstanding both in terms of the quality of the presentations by IDC's top research analysts and in terms of the numbers of IDC clients and prospects who participated," said President and CEO **Kirk Campbell**. "It's a highly concentrated briefing on future technology industry trends and an excellent opportunity for vendors, end-users and IDC research analysts to network. I heard many positive comments from attendees on what a worthwhile and productive day it was for them."

Subtitled "Competing for 2020: Delivering on the Promise of the Connected World," the conference focused on how four areas — cloud computing, mobility, big data and social technologies — will have an impact on the ICT market. San Jose featured 75 speakers and Boston 93; all of whom were IDC analysts with the exception of closing keynote speaker Paul Romer, senior fellow at the Stanford Institute for Economic Policy Research and a visiting professor at the New York University Stern School of Business, who talked about the critical role of startups in driving future growth.

In addition to the general sessions and small-group, topic-specific discussions, a demo area showcased several IDC products, including the Tracker portfolio that delivers quarterly market data and the Buyer-Pulse Deals Databases for worldwide software and services. New this year was the IDC Custom Solutions Pavilion, where attendees could learn how IDC's custom offerings, tools, content and programs can help companies with market positioning and at every stage of the business cycle.

In keeping with IDC's focus on its emerging markets coverage, both Directions events featured a general session with IDC Asia/Pacific Group VP **Sandra Ng** on the mobility arena in those markets. The San Jose event also had an emerging markets track with sessions on China's hyper-growth; the impact of technology transitions in the Central and Eastern European, Middle East and Africa markets; and cloud, mobile, analytics and social technologies in Latin America.

Lunchtime was far from downtime, as the popular Lunch Roundtables — 34 in San Jose and 44 in Boston — were well-attended opportunities for guests to talk with one or two analysts on a single topic. IDC also continued its invitation-only lunches for analyst relations and market intelligence professionals hosted, respectively, by IDC Executive VP/ Chief Research Office **Crawford Del Prete** and SVP/Executive and Go-to-Market Services Programs **Clare Gillan**.

International IDC staff at Directions Boston included IDC EMEA VP/ Go-to-Market Services and Events ***Julie Gill*** *and IDC Canada Managing Director and SVP/Worldwide Consulting* ***Vito Mabrucco****. He was featured in a video in the new Custom Solutions Pavilion.*

IDG's enterprise brands as well as PCWorld and Macworld were media sponsors; DEMO and IDG Knowledge Hub also supported Directions. IDC staff collaborated with IDG Enterprise Senior Director/ Marketing Communications **Sue Yanovitch**, IDG Consumer & SMB Marketing Manager **Jim Hopkins**, IDG Strategic Marketing Services Director/Communications and Marketing Programs **Howard Sholkin** and IDG SMS Sr. Marketing Manager/Digital Media & Branding **Teresina Cardamone** to connect with IDG's sales teams, who offered free tickets to key clients.

According to **Jill Toole**, a consultant who managed Directions with IDC VP/Marketing and Lead Development **Jon Guloyan**, 12 registrants came directly from IDG sales reps, more than any other year. "That effort is much appreciated, and we hope to grow the IDG/ IDC collaboration even more in the future," she said.

Guloyan noted that metrics such as attendance numbers, revenue generated and attendee satisfaction are very important elements of determining an event's success, but said another critical element is "the 'heat' on site. That's the collection of multiple factors including the energy of the event, the feel of every room being full, the networking taking place and the interaction of customers with IDC staff. Directions 2012 definitely had the heat!"

Write to jguloyan@idc.com.

A direction toward sales

Every year, Directions proves to be one of IDC's best overall sales enablers. "Driving sales at Directions consists of pre-event (starting several months prior); during and post-event follow-up," said SVP/Worldwide Sales **Brad Thorpe**, who is also a member of the IDC Directions planning committee.

"Each stage involves many activities with existing and prospective clients with the goal to develop specific sales opportunities and value in the IDC relationship. During the event, the opportunity is to maximize the attendees' time and our sales efforts by engaging the right research analysts and ensuring attendance at the right sessions to show superior knowledge and depth of information."

one on one

the interview

Tatiana Hinova
The associate VP, Sales for IDC Central and Eastern Europe, Middle East and Africa (CEMA) and country manager, IDC Greece is this week's columnist. Reach her at thinova@idc.com.

> ***"Our customers are ready to pay a lot for access to a unique audience, excellent content, consistent event quality with multi-country sponsorships, an efficient single-point of communication, and the knowledge that we deliver what we promise."***

For more on IDC's operations in Greece, Cyprus and Malta, and Tatiana Hinova's reflections on 20 years at IDG/IDC, see this article on IDG Central.

Q How did you end up working for IDC after starting your IDG career on the publishing side?

A I first met **Steven Frantzen**, IDC's SVP/Research, (EMEA region), and managing director (CEMA region) for the first time in 1991 when he was the only IDC employee in Central Europe and I ran IDG's publishing operation in Bulgaria. For the next 13 years we often worked together on some small projects for the Bulgarian ICT market. The scale of the business, the sizes of regional deals and, in a sense, the unlimited opportunities when you work and sell at a multi-country level is what excited me about joining IDC.

At the end of 2003 IDC had a regional headquarters in Prague with more than 40 employees, subsidiaries in nine major countries including Russia and the U.A.E. and another nine partners with agency status. Since then IDC CEMA has grown nearly 10 times and operates in 57 countries in the region. Initially I was responsible for all local sales regions (syndicated research, events, custom projects) in CEMA. Soon we expanded the sales force and formed one team for Central and Eastern Europe (CEE) and another for Middle East and Africa. Today I am responsible for IDC sales operations in CEE with a team of nine sales people based in Bulgaria, Czech Republic, Hungary, Poland and Russia.

Q What are the major sales challenges?

A They are many and of different types, starting with all kinds of competitors, from small niche market research and events firms, IDC global competitors, even some of IDC's core clients like VMware that runs its own events based on a similar sponsorship business model. Then come price wars, decreasing budgets, buying patterns, centralized vs. decentralized purchase models that shift every two to three years, the impact of social media, the local economy, etc. Still, sales challenges in CEE are not very different than in other regions. Some markets, like the Mideast, sit on a lot more money. I believe if we stay close, know and carefully follow each country market's need, we will always find great opportunities and hidden budgets. Personally I have two major challenges: expanding the client base beyond the usual suspects (HP, IBM, Microsoft) and entering the end-user market; second, to keep the highest level of sales passion and excitement within my multinational team, some of whom I only see face-to-face once a year.

Q What's the climate for selling sponsorships for events in the region? What do customers want from an event partnership with IDC?

A Third-party events are becoming a kind of commodity with fast-falling sponsorship fees. The number of competitive security, cloud, virtualization, banking, telecom and government conferences is countless in the CEE region. And their quality is not necessarily bad. In the first place, IDC customers are looking for the highest sponsorship ROI in terms of leads. More often we are asked if our end-user database is certified. Our customers are ready to pay a lot for access to a unique audience, excellent content, consistent event quality with multi-country sponsorships, an efficient single-point of communication and the knowledge that we deliver what we promise. The market for customized integrated marketing solutions is gaining momentum and offers the next opportunity for growth. Once we gain their trust they stay loyal and follow us for years. We deal with managers who move from company to company, but many of them return to IDC and use either our consulting or events services no matter what company they work for.

Q How has the team at IDC Greece been doing?

A Since 2008, I have served as country manager of the IDC Greece branch office that is responsible for research and events operations in Cyprus and Malta. It goes without saying that life in Greece is not easy; there are extreme emotions and uncertainty. The ICT market declined 11% in 2011, this trend will continue in 2012; best scenario is a decline of 4%. The economic recovery is closely tied to and depends on ICT, especially the state administration, tax collection, residential and business communication, banking and finance services.

Our two colleagues in Athens and the IDC Southeast Europe sales manager in Sofia are supporting customers in Greece, Italy and Malta. IDC Greece's small team is very efficient and enthusiastic. We have two or three events per year in Cyprus and Malta, six or more in Athens, as well as analysts' speaking engagements and several custom projects; a month ago we renewed for the third consecutive year a consulting contract with the major telco operator OTE. In FY11 we achieved one of the highest profitability levels both in margin and net value at IDC CEMA.

Cyprus and Malta are small but sophisticated markets. Common between both is a national attitude and political will to use ICT as a competitive advantage. The nicest part of our business in those countries is that with little investment of time and resources we achieved visible presence, brand awareness, a good margin and decreased the risk from the Greek debt crisis.

CITE

continued from page 1

CITE's mission, according to **Anne McCrory**, VP/Marketing & Content, Events at IDG Enterprise, was "to bring together all the stakeholders in this paradigm shift of consumer IT that everyone wants to use in the enterprise." This shift, she said, is changing the way businesses interact with their customers and partners, and IT vendors need to help them. "There are a lot of cool things that are advancing business in new ways," she continued. "CITE was designed to look at both the benefits and challenges of this IT shift."

According to McCrory, the inaugural CITE conference was a year in development and five months in actual production. While the agenda went through many reviews, McCrory said it took the best ideas from other IDG Enterprise events. For example, DEMO's six-minute product demonstrations became CITE's 15-minute TabletTalks, in which live demos and screenshots drove succinct, visual case studies of tablet-based apps that enterprises have built for internal use. "This kept the conference schedule moving," McCrory said.

> ***"I learned more at CITE in two days than I did the entire week at the RSA security conference."***
>
> ***— Dan Schulte, director, Global IT Operations and Security Officer with Hach Co.***

A town hall session on the second day on "Preparing the Enterprise for Consumer IT" was borrowed from the Cloud Leadership Forum. The idea for 20-minute sessions — embedded in tracks on Corporate Table Devices, Mobile Applications Strategies, Infrastructure and Bring Your Own Technology on day one alone — came from CSO's The Security Confab, while the stage in the expo hall where sponsors could give five-minute presentations originated with CSO 's The Security Standard and has also proved successful with SNW. (For the complete CITE agenda, go to www.citeconference.com/agenda.)

"We wanted to make sure that we were not sitting in a hotel ballroom for two days straight," said **Ellen Daly**, SVP of Events at IDG Enterprise. "Our premise was to produce a dynamic event that integrated a variety of agenda formats with modern twists that would be seen at a consumer event. The consumerization of IT topic allowed flexibility and creativity during the design and preparation of the conference. The agenda provided an agile atmosphere where people moved around a lot, taking in a variety of topics and enjoying peer interaction and networking." (There were themed, specially formatted networking breaks scheduled throughout the agenda, as well as networking breakfasts, lunches, a workshop, a movie and a philanthropic volunteer networking project!)

While IDG Enterprise editors — including IDG Enterprise SVP and Chief Content Officer **John Gallant**, InfoWorld Executive Editor **Galen Gruman**, CIO Editor-in-chief **Maryfran Johnson** and Computerworld's Executive Editor of Events **Julia King** and Online Features Editor **Valerie Potter** — were on hand to introduce and moderate panels, CITE's main stage moderators came from outside the IDG Enterprise stable. "We chose to use consumer journalists and well-known names in the consumerization niche," McCrory said. "These are people who are out in the market and can speak directly to consumerization."

CITE was branded as an IDG Enterprise event and not aligned to any one of the IDG Enterprise publications. "CITE's far-reaching content covers all levels of IT, across all of the IDG Enterprise publications," McCrory said. The event drew a wide-ranging audience of more than 500 attendees, including CIOs, CSOs, IT managers, directors, venture capitalists and technologists.

CITE organizers also offered attendees a free mobile conference app for their smartphone that allowed them to view conference information and connect with other attendees.

Marketing for CITE was done across all of the IDG Enterprise publications, their websites, e-newsletters and social media channels. Radio advertising was broadcast in the Bay Area, and there was a CITE billboard on a nearby major interstate.

The CIO sales team secured more than 30 sponsors and sold out the four underwriter sponsorships, called game-changers.

Immediate post-event feedback verified that CITE was a huge success. "I learned more at CITE in two days than I did the entire week at the RSA security conference," said Dan Schulte, director, Global IT Operations and Security Officer with Hach Co. Another attendee called it "really spectacularly planned and delivered."

"The audience was incredibly engaged before, during and after the event," McCrory said. "CITE gave them the information they were looking for. It showed thought leadership and really dove into each aspect of the issue they're facing." The CITE Twitter feed continued to remain active post-event.

McCrory said IDG Enterprise is currently planning to capitalize on the momentum, and continue the discussions stated at CITE Conference & Expo with CITE Forum — a one-day event in New York City this fall, and then repeat the full two-and-a-half day program in the Bay Area early next year.

For more information contact Anne McCrory at amccrory@idgenterprise.com.

Organizers pulled out all the social media stops to generate buzz

CITE had "an enormous social media presence," said **Debra Becker,** marketing director for IDG Enterprise events. Drawing on the DEMO marketing model, there were CITE channels on Facebook, YouTube, Twitter and Google+, building conference engagement before, during and after the event. (For more information on CITE's use of weekly Twitter Chats and the "incredible engagement" they created, see IDG World Update, March 5, 2011.)

The CITE team pushed articles from all IDG Enterprise brands through those social media channels to drive conversation around the conference, and worked with IDG Enterprise editors to engage their brands. For example, InfoWorld's Gruman developed a slideshow on the "Top Seven Truths About Consumerization" (http://www.infoworld.com/t/mobile-technology/top-7-truths-about-consumerization-it-184332) that promoted CITE, as did InfoWorld's Consumerization of IT Channel (http://www.infoworld.com/d/consumerization-of-it)."

The event was also promoted with Skype interviews with conference presenters talking about their involvement at CITE and their opinion on the consumerization trend. The CITE website was built with a mobile audience in mind and the design was scaled accordingly,"(www.citeconference.com) Becker said.

More on CITE in Events Best Practices community group on IDG Central

The CITE Conference & Expo will be discussed in the Events Best Practice community group on IDG Central, co-chaired by **Briony Rowe**, events director, IDG Global Solutions; and **Ellen Daly**, senior VP, events, IDG Enterprise.

Brochure provides Summit attendees quick look at key products

THINK TECH THINK IDG

BUILDING AND SUPPORTING YOUR TECH BRAND IN DEMANDING TIMES

HOW BUYERS GET WHAT THEY NEED: RELATIVE IMPORTANCE OF CONTENT DISTRIBUTION CHANNELS

TODAY

IN TWO YEARS

PERFORMANCE UNDER PRESSURE

THE IMPORTANCE OF VIDEO

MARKETING SERVICES

MARKETING IN A SOCIAL AND MOBILE WORLD

PROFESSIONALS WHO USE THEIR IPAD AT WORK

IDC EXECUTIVE GO-TO-MARKET PROGRAMS

FIND OUT MORE AT

For the last three years **Howard Sholkin**, director, Communications & Marketing Programs, IDG Communications has put together a brochure on IDG and IDC for Summit attendees. "I collect information from across IDG and IDC, and it's a little like choosing animals for Noah's ark," Sholkin said. He said he looks for new products and services created over the past year, summary descriptions of key media and IDC services and products, and a cross-section of research from IDG and IDC groups for the graphics.

IDG SMS Sr. Marketing Manager/Digital Media & Branding **Teresina Cardamone** worked with Franchise Studios to lay out, design and print the brochure, which is 17 by 11 inches when open but folds to a pocket size of roughly 3 by 5 inches. (A PDF of the brochure is available with this story on IDG Central.)

Marketing Summit

continued from page 1

*Among those helping to organize this year's Marketing Summit were (l-r): **Howard Sholkin**, director, Communications & Marketing Programs, IDG Communications; **Susanna Hinds**, director, Corporate Communications, IDG Global Headquarters; **Ellen Daly**, SVP, Events, IDG Enterprise; **Michelle Blondin**, marketing manager, IDC Executive & Go-to-Market Programs; **Deb Begreen**, director, Event Operations, IDG Enterprise; and **Nelva Riley**, executive assistant, CEO, IDG Communications Worldwide. Not pictured: Event Marketing Director **Lori Spendley**; Associate Event Planner **Christina Holman** and IDC SVP, Executive and Go-to-Market Programs **Clare Gillan**.*

Carrigan said, "It's an evening where we get together with some of our top clients to talk about strategic marketing issues outside of the typical sales call. I gain a lot of insights from those conversations."

Carrigan was followed by dinner and a panel discussion with the theme of "Building the Big Tech Brand." The marketing executives on the panel were recruited by **Rich Vancil**, IDC VP, Executive Advisory Group, and **Michael Friedenberg**, IDG Enterprise president and CEO.

"We market and present the Summit as a thank-you to our customers," said **Ellen Daly**, IDGE SVP, Events. "It's an opportunity for us to show IDG's thought leadership, and it's an opportunity for the invited marketers to hear from people who are doing interesting things in the IT arena that they normally would not get a chance to hear. It's both an educational and a networking event, both for the marketers and those of us at IDG."

She noted that Vancil's group at IDC does a great deal of research on marketing trends. "Rich takes that research and creates a topic that covers the hot issues that people are grappling with and brings in panelist who can speak intelligently to those subjects." This year, Friedenberg joined Vancil as a moderator to address media issues and trends.

On this year's panel were Christa Carone, Xerox chief marketing and communications officer; Rick Jackson, VMware chief marketing officer; Heidi Melin, Taleo EVP and CMO; and Karen Quintos, Dell CMO. Among the topics covered were the following:

- Why is branding becoming more important in tech marketing than ever?
- How do you sell a new campaign internally to your peers, CFO and CEO?
- How much new digital and social media should you use in building your brand?

HOWARD SHOLKIN

*IDC EVP **Crawford Del Prete** chats with Apple Marketing Manager Victoria Sanchez.*

The invitation-only event drew 89 top-level executives (a 15% increase from the 70 attendees at the 2011 event) from companies such as Intel, Apple, Hewlett-Packard, VMware, EMC, Fujitsu, SAP, Yahoo and Dell. Invitations are distributed by the sales teams of IDGE, IDG Strategic Marketing Services, IDG Global Solutions, IDG Consumer & SMB and IDC, as well as by top-level IDG and IDC executives.

More than two dozen IDG and IDC executives were also at the Summit. Daly said that attendees "sincerely appreciate" the level of IDG representatives who attend the Summit, host tables there and personally invite people. "In this day and age, that doesn't happen anymore," she said.

IDG Strategic Marketing Services Social Media Analyst **Ashley Wilson** and Performance Optimization Group Director **Colin Browning** tweeted and retweeted during the Summit at #idgsummit12. The number of tweets by IDG, IDC and guests increased dramatically compared to the previous year with 289 tweets from 34 contributors reaching 30,397 Twitter accounts.

For more information go to http://tinyurl.com/762jlf4 or contact Howie Sholkin at howard_sholkin@idg.com. WU

noteworthy people

New employees

Adam Shorr is the **CIO Executive Council**'s new enterprise director. Previously an account manager with SunGard Availability Services, he has an associate's degree in computer science and a B.S. in telecommunications from the State University of New York Institute of Technology at Utica/Rome. Away from the office he enjoys photography, videography and coaching his son's flag football team. *ashorr@cio.com*

IDG's Technology Services Group has hired **Jen Malenfant** as a developer/analyst; she will be supporting and maintaining database applications. Previously a software engineer with Fidelity Investments, she holds an M.S. in information technology from the Rochester (N.Y.) Institute of Technology. Away from the office she enjoys spending time with her family, working out and reading. *jen_malenfant@idg.com*

Essery

Michael Essery joins **IDG Enterprise** as an online account services coordinator. Most recently a media coordinator at Mercury Media, Michael earned a B.A. in communications from Worcester State University in Worcester, Mass. In his free time, he enjoys playing music and sports. *messery@idgenterprise.com*

Krieger

Daniella Krieger is the new director of marketing at **IDG TechNetwork** in New York. Previously group manager, integrated marketing and social media strategies at Ziff-Davis Enterprise, Daniella has a B.A. in English literature and media studies from Hunter College in New York. Outside the office she enjoys travel, architecture, food, yoga, visiting museums and reading. Her most recent accomplishment? Learning to surf at surf camp in Costa Rica. daniella_krieger@idgtechnet.com

Sousa

IDG Enterprise has hired **Whitney Sousa** as an online account services coordinator. Prior to joining IDG, Whitney was a leadership giving associate at United Way of the Midlands in Columbia, SC. A graduate of the University of South Carolina where she earned a B.A. in journalism and mass communications, she enjoys tennis and, as a recent transplant to the city, exploring Boston. She recently completed her first triathlon. *wsousa@idgenterprise.com*

Question of the Week results for March 19

Which term would you most like to see disappear from the tech reporting/tech marketing lexicon?

Solution -- 40%
Paradigm shift -- 30%
Blogosphere -- 20%
World-class -- 10%

And a write-in vote — a new option for Question of the Week! — " 'Core' as an adjective."

Log on to www.idgcentral.com to vote on this week's question: **Should prospective employers be allowed to ask for a job candidate's Facebook username and password?**

Fire and reign

Jason Snell, SVP, editorial director at IDG Consumer & SMB (left) listens as Paul Reynolds, Electronics editor for Consumer Reports (center) makes a point at last week's MPA Digital: Swipe conference held at the Grand Hyatt New York. The two squared off in a debate entitled Fire and Reign: Will the Kindle Fire End iPad's Reign as the World's Leading Tablet? The session was.moderated by Chris Kevorkian, executive vice president, Digital, MPA (right). More than 350 magazine and media executives attended the sold-out event.

BtoB publishers' online debate

AOPB2B
CONFERENCE
2012
CEO, Emap
Tim Pot
Managing
Moderated
Chuck R
VP & Lead

*(From left): IDG Communications CEO **Bob Carrigan**, Incisive Media Group Chief Executive Tim Weller, Emap Inform CEO Natasha Christie-Miller, Centaur Managing Director/B2B Tim Potter and the moderator, Outsell VP/Lead Analyst Chuck Richards.*

IDG Communications CEO **Bob Carrigan** participated in a panel discussion at a conference in London last week hosted by the Association of Online Publishers. He and other execs from major b2b media companies talked about the challenges, opportunities and priorities around reinventing the business model for professional content and how relationships with their own clients and audiences are changing.

Several employees from IDG U.K. also attended the event, including Publishing Director **Simon Jary**, who tweeted "Good to see IDG in so many presenters' case studies."

For more on the conference go to http://idg.me/GGB4WJ or use the Twitter hashtag #aopb2b.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Ramon Nacenta *IDG Spain*
Maria Dolores Hermosell *IDG Spain*

25

Magdalena Koch *IDG Germany*

24

Kirk Campbell *IDC*

23

Kirsten Højrup *IDG Denmark*

22

Ellen Messmer *Network World*
Hans Koeniges *IDG Germany*
Andrea Piontek *IDG Germany*

21

udia Dudkin *IDG Germany*

20

Maggie Murphy *IDG*

19

Lisa Golden *IDG List Services*

18

Jacki McDonald *IDC*
Christian Meyer *IDG Germany*
Sebastian Hirsch *IDG Germany*

16

Petra Beck *IDG Germany*

15

Kevin Krull *IDG*

14

Magnus Müller *IDG Sweden*
Ronald Wiltscheck *IDG Germany*
Peter Mueller *IDG Germany*

3

rnon Turner *IDC*
Jonas Lindholm *IDG Sweden*
Beata Kolecka *IDG Poland*
Claudia Heinelt *IDG Germany*

12

Paul Moon *IDC*
Suzanne Woodruff *IDC*
Ryan Francis *IDG Enterprise*
Lisa Blackwelder *InfoWorld*
Lisa Stabile *IDG*
James Poulson *Macworld U.K.*
Vanessa Teal *IDC U.K.*
Helle Kierkegaard *IDG Sweden*
Petra Schmitz *IDG Germany*

11

Peter Hoellriegel *IDG Germany*

7

Daniel Bader *IDG Switzerland*
Sebastian Stein *IDC U.K.*

6

Petr Jirovsky *IDC*
Susan Joyce *IDC*
Darren Bibby *IDC Canada*
Monica Brunaccini *CXO Media*
Henric Jogin *IDG Sweden*
Celia Sarauza *IDC Brazil*

5

Marieke Bouman *IDG Netherlands*
Michael Obermeier *IDG Germany*

4

Laura Biringer *IDG Enterprise*
Mina Tanaka *IDG Japan*
Magnus Mu Ray *IDG Sweden*
Anna Elwartowska *IDG Poland*
Agnieszka Serafin *IDG Poland*
Agnieszka Fila *IDG Poland*
Yoko Ono *IDC Japan*
Patrick Woods *IDG Germany*

3

Liam Baker *IDG Netherlands*

2

Jaime Ganson *CXO Media*
Carl Olsson *IDG Sweden*
Mariusz Nowicki *IDG Poland*
Marianne Friedmann *IDG Denmark*
Line Ørskov *IDG Denmark*

1

Saravanan Gnanapandithan *IT World Canada*
Thasanthan Srikanthalingjam *IT World Canada*
Hafizah Osman *IDG Australia*
Ayako Kiryu *IDG Japan*
Mariusz Koryszewski *IDG Poland*
Kazuhiko Ishimori *IDC Japan*
Christina Gnädig *IDG Germany*
Dominik Feike *IDG Germany*
Leonhard Jadgarow *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

what's on central

IDG Central (www.idgcentral.com) is a global resource for employees of IDG, IDC and the company's licensees. The intranet contains all the content from IDG World Update as well as lots of other useful information including the online IDG directory, podcasts from IDG Training, media kit collateral, presentations from the annual IDG Global Product Line Meeting and much more, including...

In the news

A selected roundup of IDG press mentions, IT media and tech industry news, "In the news" begins as a feature on the home page. The collection is updated daily and draws from the general and business press; IT, marketing and public relations media outlets, bloggers and more.

Some recent headlines include:

Why Are Ad Agencies so Cautious about Mobile Advertising? (VB Mobile)

Using Responsive Design to Tell Interactive Stories (BostonGlobe.com)

New IAB Units: The Publisher's Opportunity (Media Post)

Using Social Media to Catalyze Event Promotion (BtoB)

If you don't have a password for IDG Central, go to www.idgcentral.com and request one on the landing page. For questions, write to idgcentral@idg.com.

Your business unit in pictures

Show the IDG world what you and your colleagues are up to!

The Photo of the Day feature on the home page of IDG Central is a way to share what's happening at your business unit.

Any employee can send in a quick snapshot of a "little slice of life" at the office, an image from an event, a staff meeting or anything that strikes you as being an interesting, fun or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

CEO
WORLD FORUM
12 | 01 | 2012
Ha Noi, Vietnam
Hội thảo | Forum

IDG Vietnam held its first CEO World Forum in January.

celebrating 10!

Name
Yang Jinxia

Home
Beijing

Joined China Network World
September 2001

Career path since joining IDG

- September 2001-June 2003, Staff, Customer Service Department, China Network World.
- July 2003-September 2005, Deputy Director, Customer Service Department, China Network World.
- October 2005-August 2010, Director, Customer Service Department, China Network World.
- September 2010-present, Vice President, China Network World.

Current title
Vice President, China Network World

What's kept you at IDG for 10 years?
I like this job, and I feel that I am so attached to the China Computerworld company.

What's the most memorable thing that's ever happened to you at work?
The moment when I got my first order from a client.

Best way someone could compliment you on your work?
"She never gives up."

Of what accomplishment at work are you most proud?
I finished all the assignments made by our group by the end of the year.

What talent do you wish you had that you don't have?
More professional IT knowledge.

Favorite way to work off stress
Surfing the Internet to read entertainment news.

Favorite vacation spot
Hawaii

Yang Jinxia *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner recognizing her 10 years of service to the company.*

Family
My husband Zhang Hui and my 10-year-old son Zhang Yuyang.

What did you want to become when you were a child?
A teacher.

If you won the lottery tomorrow, you would
I would spend the momey on my family members.

Favorite movie
Kung Fu Panda.

Your idea of a perfect day alone?
I would relax, read and sleep.

Retirement dreams?
Going wherever I want with my family members.

Manager's profile
"In work, Ms. Yang is sharp and persistent, winning much recognition from clients. In life, she makes the most of her free time and devotes herself to her small, sweet family."

— Zhang Qunying, executive publisher, China Network World

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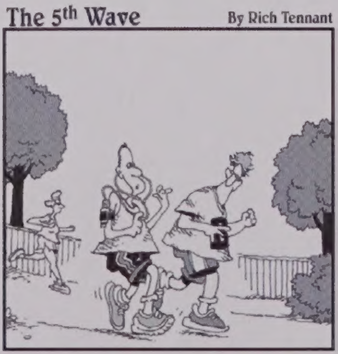
offline for fun

Need a quick work break?

Log onto www.idgcentral.com and click on this cartoon on the home page. Add your caption to the comments section on the cartoon page by April 11 and you could win an IDG t-shirt in a random drawing of all submissions.

Good luck!



and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Jill Toole *IDC*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

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WWW.IDGCENTRAL.COM

Carrigan featured speaker at NAA conference, listen live

IDG Communications CEO **Bob Carrigan** is the featured speaker in a keynote Q&A at this week's Newspaper Association of America (NAA) Media Xchange conference. Carrigan will be interviewed by James Moroney III, vice chairman, publisher and CEO, The Dallas Morning News and a member of the board of NAA. The session is titled: "Innovation and Business Transformation" and will be streamed live from the event website at http://bit.ly/HpAoRZ from 7:45 to 8:30 a.m. EST on April 3.

Inside this issue

IDG Mobile Hub digital magazine survey aims to collect vendor data *page 2*

One on one: IDG U.K. Head of Mobile Paul Trotter *page 3*

Robert Riphagen wanders the world *page 5*

Unsung hero: Network World's Ryan Francis *page 8*

Italian company relaunches three IDG brands

IDG's new publishing partner in Italy, Play Media Company, launched PCWorld, Macworld and Computerworld late last month.

PCWorld and Macworld both have a print run of 50,000 copies. The newsstand cover price for the magazine and cover mount DVD is 5.5 euros (US$7.30); subscription price for one year (12 issues) is 49 euros ($65). The sites, www.macworld.it and www.pcworld.it, will debut in the next few weeks.

The digital editions, priced at 2.99 euros per issue ($3.96) are available through the Zinio, Ultima Kiosk and EZPress sites and will be available on Apple's App Store Newsstand later this month.

PCWorld occupies the niche between professional IT magazines such as CHIP and PC Professionale and consumer-oriented ones such as Win Magazine and Computer Magazine.

Galvani

Computerworld (www.cwi.it), an online-only product, has five local competitors, "but none of them has the international reach of the Computerworld brand and the ability to produce in-depth and global content as CWI.it," said Computerworld Publisher **Paolo Galvani**.

IDG has had a presence in Italy since it launched a wholly owned subsidiary in 1983. Since 2006 it has had license agreements with several different part-

continued on page 4

OnlineWelten Network adds PlayMassive sites to offering

IDG Communications Media's OnlineWelten Network (www.onlinewelten.com), the largest gaming network in Germany, just got larger. The network last month added all three gaming sites from PlayMassive GmbH. The sites — Playmassive.de, Playnation.de and Gronkh.de — with a combined total of more than 14.5 million page impressions per month currently rank among the biggest media offerings for the gaming sector in German-speaking countries. The sites will now be marketed exclusively through the OnlineWelten Network.

"PlayMassive, PlayNation and Gronkh are the ideal way to complement our strong portfolio around GameStar, GamePro and the OnlineWelten Network," said **André Horn**, a member of IDG Entertainment's and OnlineWelten's management board. "We offer premium editorial content for fans of all platforms and genres and for the advertisers we provide bundled access to a target group with very high purchasing power."

The OnlineWelten Network was established in 2004 and currently comprises more than 30 gaming sites including the portal onlinewelten.com itself as well as more than two dozen partner sites, according to **Philipp Senkbeil**, director, OnlineWelten Network. "The network primarily includes monothematic fan-driven websites focused on various games such as Grand Theft Auto, Guild Wars, Aion or Runes of Magic. But it also includes a huge website about anime, whose fan base has great affinity for gaming," Senkbeil said.

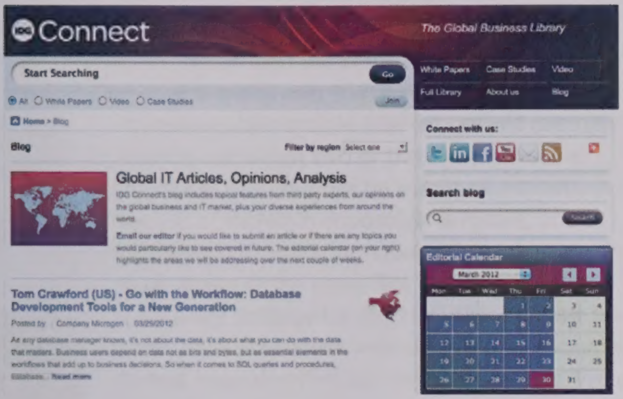
For more information, contact Philipp Senkbeil at p.senkbeil@onlinewelten.com.

ONLINEWELTEN

*The OnlineWelten team (l-r): **Jörn Leue**, editor; **Philipp Senkbeil**, director OnlineWelten Network; **Simone Schulze**, software engineer; **Michael Günther**, editor-in-chief; **Mikkel Robrahn**, editor and community manager; **Sven Hollunder**, senior project manager. Not pictured: **Oliver Thomas**, designer and **Julian Sternberg**, system administrator.*

in brief newsworthy

IDG Connect blog wins IMA award



Global IT Articles, Opinions, Analysis

IDG Connect's blog includes topical features from third party experts, our opinions on the global business and IT market, plus your diverse experiences from around the world.

Email our editor if you would like to submit an article or if there are any topics you would particularly like to see covered in future. The editorial calendar (on your right) highlights the areas we will be addressing over the next couple of weeks.

Tom Crawford (US) - Go with the Workflow: Database Development Tools for a New Generation

Posted by Company Microgen 03/29/2012

As any database manager knows, it's not about the data, it's about what you can do with the data that matters. Business users depend on data not as bits and bytes, but as essential elements in the workflows that add up to business decisions. So when it comes to SQL queries and procedures, database... Read more

The blog on IDG Connect's Global Business Library (www.idgconnect.com) won an Interactive Media Awards (IMA) Outstanding Achievement Award last month. Described by the IMA as "the second highest honor it bestows and an extremely challenging award to win," the award program is sponsored by the Interactive Media Council, which establishes the judging system and provides the judges for the competition. The IMC is a New York City-based nonprofit organization composed of leaders and experts from various areas of web-related business and dedicated to elevating the standards of excellence on the Internet.

"Your website has excelled in all areas of our judging criteria and represents a very high standard of planning, execution and overall professionalism," noted the IMC in presenting the award to IDG Connect.

The blog achieved an overall score of 474 out of a possible 500 with a rating of 98% for content and 99% for feature functionality, said **Kathryn Cave**, editor, IDG Connect.

"This award is great news and underpins the growing success of this blog, which has seen a four-fold increase in traffic since the start of 2012 and a surge of lengthy, often animated comments," said **John O'Malley**, CEO, IDG Connect.

The IDG Connect blog provides a variety of global IT opinions and expertise, ranging from vendor CEOs to local independent IT bloggers. Launched almost two years ago, the blog has increased IDG Connect's engagement with users and increased the number of IDG Connect's Twitter followers.

IDG Connect's Global Business Library is a global white paper library for IT and business professionals, which places an emphasis on regionalized content. This includes regionalized versions of the site (pan African, South Africa, Asian and Middle Eastern); accessible via the relevant IP address or through the interactive map on each homepage. The aim is to offer IDG Connect's community of disparate users access to locally relevant business information, Cave explained.

"Integral to achieving this is our global blog. We publish a blog entry every weekday at 6.30 a.m. GMT; these are supplied by one of our 200 community contributors or written by Connect editorial staff. All content is tagged by region, appears on the homepage of the relevant local site and, where possible, adopts a local slant on a global issue," she said.

IDG Connect promotes all of the blog's content to its social media community (Twitter, Facebook, LinkedIn) and, where appropriate, to its newsletter lists. "As we are actively expanding and actively promoting our content online, this is a chance for contributors to get involved in something that is growing exponentially," Cave said.

Contact Kathryn Cave at kathryn_cave@idg.com. WU

IDG Mobile Hub digital magazine survey aims to collect vendor data

Creating, distributing and selling digital magazines is an important initiative for IDG business units. There's been a lot of experimenting with different solutions, and employees involved with digital projects have said — in the Mobile Hub group on IDG Central and in various company meetings — that they want to be able to keep track of who is using various vendors and what their experiences have been.

The research team at IDG Consumer & SMB in the U.S. has created a quick survey to help collect that information. The goal is to help business units avoid duplication of mistakes and to accelerate their paths to success.

Every IDG business unit is being asked to appoint someone involved in digital magazines to answer the survey at: http://idg.me/GW4lnE.

It should take no more than five minutes to fill out, and it provides a very convenient way for business units to share where they are regarding digital products for each publication brand, said IDG Consumer & SMB VP/Mobile **Ulla McGee**.

The vendor data will be added to a soon-to-debut vendor database on Mobile Hub in the next few weeks, and the other results will be shared in a PowerPoint document on Mobile Hub as well.

Information about the survey is also in the Comments area of Mobile Hub.

The deadline for the survey is April 11.

Write to umcgee@idgcsmb.com. WU

IDG SMS sponsors third annual Social Media Marketing awards

*(From left): IDG Strategic Marketing Solutions President **Matt Yorke**, IDG Communications CEO **Bob Carrigan** and BtoB's Media Business Editor John Obrecht served as presenters during the program.*

In 2010, IDG Strategic Marketing Services helped BtoB, the magazine for marketing strategists, create an awards program for social media marketing, and SMS has served as the premier sponsor ever since. After two years in New York City, the awards program was held in San Francisco on March 20 as part of BtoB's digital marketing conference. Some 150 marketing and agency professionals and media and marketing executives attended the awards lunch.

BtoB editors select a winner and runner-up in each category: Integrated (Tech and Non-Tech), Twitter, Facebook, LinkedIn, Corporate Blog, Viral Video, Closed Community and Mobile. Aon and its agency, AlphaZeta Interactive, won the People's Choice award via public online voting.

For a list of winners go to http://idg.me/HohFYf. WU

one on one the interview

Paul Trotter
The head of mobile for IDG U.K. is this week's columnist. Reach him at paul_trotter@idg.co.uk.

> *"The rise of mobile is impossible to ignore and as consumers of tech information our readers are likely to be ahead of the curve. For that reason, mobile has been a key strategy for IDG U.K. over the past two years, and we've spent a lot of time and resources to try and keep ahead of our local competitors."*

Q Why is mobile important to IDG U.K., and what advice can you offer for business units that have not yet made a major investment?

A We've all seen the predictions about the growth in mobile traffic over the next few years — the most aggressive claim mobile Internet use will overtake desktop use in just two or three years in some countries. That may not be true in all markets, but the rise of mobile is impossible to ignore, and as consumers of tech information our readers are likely to be ahead of the curve. For that reason, mobile has been a key strategy for IDG U.K. over the past two years, and we've spent a lot of time and resources to try and keep ahead of our local competitors. We've found that getting started in mobile doesn't always have to mean a big investment. Building simple mobile websites and apps can be fairly inexpensive, and it's worth exploring the simple things first.

Q What are the various options available to publishers looking to launch mobile products?

A There are so many options that it can be quite daunting when you're getting started: mobile websites, smartphone apps, PDF replicas, interactive digital magazines, Kindle editions and more. In the U.K. we spent time experimenting with as many as possible. We also tried various approaches when building mobile products, using in-house resources on some projects and external specialists for others.

Using third-party developers can give you some peace of mind when building apps for the first time, but it can be expensive depending on the complexity of the project. However, various IDG business units are willing to share app code and help others get started. In fact, we've built a few apps using code provided by IDG Netherlands and IDG Sweden, and that helped us launch a few products relatively quickly.

Mobile website specialists are also available to help, for a setup cost, and IDG Global Solutions in the U.K. has been working with one company to produce simple mobile-optimized sites for IDG business units (http://tinyurl.com/6pzy63f). That said, you may find that this can be done in-house. We built our first mobile sites using jquery mobile and more recently have been using HTML5. Both of these approaches use the existing skill sets of our web developers allowing us to make changes quickly and easily, and we're not tied into proprietary platforms or third-party contracts.

Q What are some key considerations for getting started?

A In terms of the first steps, it's worth considering creating mobile versions of current products initially — websites and magazines.

Building PDF replicas of print magazines is a low-risk way to launch titles on Apple's Newsstand. They're fairly straightforward to set up, and there are plenty of third-party specialists who do this for no upfront payment, instead taking a percentage of revenues.

Mobile websites can be a quick win, too — it's likely that the full desktop versions of your websites are already getting mobile traffic as people use iPhones and Android smartphones to access them. Building a mobile-optimized version and redirecting all visits to it will provide a better experience for readers.

For each option, the important thing is to make sure the preparation is done before you get started. Build the feeds for apps and websites, design the logos, and make sure you've registered your app store accounts well in advance — the process for setting up an Apple account, for example, can take some time.

Q How many mobile products does IDG U.K. now have, and can you briefly summarize?

A Including mobile sites, smartphone apps, iPad apps, Apple newsstand editions and Kindle editions, we currently have 35 mobile products and 20 more are in the works. For apps, there's a heavy focus on iOS although we're in the process of increasing the number of Android apps. We also have a couple of BlackBerry apps for the B2B titles.

We've also made good progress in digital editions over the past six months — all of our print titles are available on Apple's newsstand, and we're seeing decent revenue on most titles.

Over the next year our focus is on improving what we have based on key learnings from our current mobile portfolio, building more intelligent mobile products rather than basic news readers and building up reader revenue.

Q How do you approach the whole area of analytics, and what are you learning about the kinds of content being consumed via your products?

A This is an interesting area as currently we're using a mixture of tools — Flurry, Google Analytics, Omniture and ad trafficking reports — and we're working toward a more consistent approach across all of our products. We've found that the types of content people demand is in line with what you'd

continued on page 4

Digital versions of Macworld and PCWorld will be available on Apple's Newsstand in the next few weeks.

Italy

continued from page 1

Grassi

ners, and all three brands have had to be relaunched in recent years. As a result advertisers are waiting for hard circulation and traffic numbers before they fully invest, said **Andrea Grassi**, publishing director of Play Media's IT group and director of business development. Still, "the interest level is really high, and everyone is happy that such valuable brands are back in the market," Grassi said. For PCWorld and Macworld, bookings for the second issue are already higher, and Grassi said he's confident more clients will be returning.

Former PCWorld and Macworld subscribers are being offered a discounted annual subscription of 30 euros ($40).

"Working with IDG on such important products is a great opportunity for us and also an important signal for the entire publsihing market," Grassi said. "Despite the economic difficulties with the previous Italian publishers, Computerworld, PCWorld and Macworld are still here, and we have big plans for the coming years. We are proud to be part of these projects."

Write to andrea.g@playmediacompany.it or paolo.g@playmediacompany.it. For more on PlayMedia, see IDG World Update, Jan. 16, 2012.

One on one

continued from page 3

expect — readers of IDG titles are advanced mobile users who want information about mobile hardware and software and how to get more from their smartphone/tablet.

For example, 18 of the top 20 stories viewed on PC Advisor's mobile site over the past month have been mobile-related stories. We had a 100% increase in traffic in the 24 hours after the latest iPad was announced, as people flocked to the site to read more about the device, and one of the most popular stories over the past year is "How to use your iPhone abroad" — an article that has clear benefits for iPhone users.

Going forward, this knowledge is likely to help us adapt the mobile versions of our sites so that they do a better job at delivering content that targets people using smartphones and tablets.

Q Are you exploring any new marketing opportunities related to your apps?

A By far the most effective way of marketing our mobile products has also been the simplest — people who visit our websites from a smartphone automatically get redirected to the mobile website and also see a pop-up notification promoting our mobile apps. But more mobile marketing options are available, and we plan to test them over the next 12 months.

Q How do you work with advertisers to help them see the potential of mobile advertising?

A Mobile is definitely becoming a bigger priority for our clients. We've found that many advertisers now have specific mobile budgets, but they don't necessarily know what to do with them. For that reason we've been proactive in reaching out to partners, given them useful insight into the state of the mobile market and the marketing opportunities available to them. We want to be seen as the partner that can advise them on best practices for mobile, as well as the partner with the mobile properties on which to advertise.

Business units asked to use country identifier in mobile app names

With the rapidly rising number of mobile apps available to consumers, it's increasingly important to attach a precise name to the app so consumers know exactly what they are downloading.

A search for "Macworld " in the iTunes App Store, for example, turns up multiple results for iPhone alone. Some apps include country origin or language (e.g., "MacWorld (Dutch)"), but others do not. This has led to some unfortunate customer service issues, such as Macworld U.S. getting calls from U.S. customers who bought a digital issue of Macworld only to find out it was in a language other than English.

"A clear app-naming convention that we can all agree to will help all of IDG's business units and our customers," said IDG Consumer & SMB VP, Mobile Products **Ulla McGee**.

Markus Schwerdtel, director, Mobile Content & Applications for IDG Entertainment in Germany, agreed. Through IDG Central's Mobile Hub community group, he suggested the newly adopted convention that all business units list the country of origin in parenthesis after the name of the app, i.e., "Macworld Daily Reader (U.S.)" or "Techfish (U.K.)." (See more information in sidebar at left).

Write to Thomas Alexander at talexander@idgcsmb.com with questions or comments.

More on app names

Country identifiers should be used with all new app submissions and appended to current apps, as well. IDG C&SMB's Product Manager/Mobile **Thomas Alexander** recently added "(U.S.)" after "PCWorld Daily" in the App Store. All of the underlying app information can remain the same, he said. However, while a business unit representative can change the name of a current app in the iTunes Connect account at any time, the change does not take effect until an update of the app is approved and released for customers in the App Store.

IDG Netherlands' Robert Riphagen wanders the world

What's more than10,000 kilometers long, consumed 180 days and was punctuated with adventures most of us will only ever read about? Answer: IDG Netherlands' **Robert Riphagen**'s most recent vacation. The six-month odyssey, which he completed with his wife, took the pair from the sunny beaches of Vietnam through 12 countries in Asia and Europe and back home to the Netherlands. And they did almost the entire trip using nothing but public transportation, a few jeep rentals and the odd reindeer.

Riphagen is what you might call an extreme traveler and has thus far completed two such adventures — the first one a six-month sojourn up the South American continent from Ushuaia, Argentina (commonly regarded as the southernmost city in the world) to Caracas in 2006, and this most recent traverse of Asia just prior to joining IDG Netherlands in November 2011 as a lead gen campaign manager.

Robert Riphagen *astride a reindeer owned by a Shaman shepherd he met in Mongolia. "The animals are not shy at all and very quick in snowfields," Riphagen said.*

"Our goal on both trips was to travel overland as much as possible," Riphagen said. "We used both public transportation and some rentals that included buses, trains, tuk-tuks, jeeps, dirt bikes, mopeds, boats, horses and in one case, a tractor." Difficulties with visas and unstable border areas forced them to resort to short airplane flights in a few instances, as well.

Traveling overland, he said, allows you to see the landscape change and to get a better feel for the local culture. "The challenge, however, can be arriving at the place you intended!"

Riphagen said his most recent trip was inspired by the "fascinating cultures of Tibet, Mongolia and China and the dramatic scenery in that region," which he had long wanted to experience. However, "because we were escaping the Netherlands in the midst of winter, we figured it would be nice to start out in sunny Vietnam."

Although they did procure visas for China and Russia prior to embarking on their trip, that was about as structured as their itinerary got. "The route more or less unfolded as we traveled," Riphagen said. "In a few cases, the weather or a government changed our plans, for example, when we had hoped to travel to Mongolia via the Pakistan-Kyrgyzstan-Kazakhstan route.

Hilltops in Tibet are traditionally colorful, as is this one near the Himalaya peak, Riphagen said.

"Regardless, it's a delight to travel without a tight travel plan and just go with the flow," he said.

One such unplanned encounter occurred while the pair was trekking across northern Mongolia on horseback. After hours of walking through a cold and remote wilderness, they suddenly came nose-to-nose with a herd of reindeer, being watched over by a Shaman shepherd. The Shaman invited Riphagen and his wife to his teepee. "With our horseman as translator, we had the chance to talk extensively about his remote lifestyle, shamanism and his herd," Riphagen said. The Shaman and his wife invited the threesome to spend the night and the next morning Riphagen and his wife got the ride of a lifetime on the back of two of the Shaman's reindeer. "That encounter and the ride on that amazing animal…priceless!" Riphagen said.

Although Riphagen and his wife carried a small stove and cookware in their backpacks, he said they enjoyed experimenting with the local food, "which is often delicious.

"I love eating on the street or at small local restaurants, and most of the time you'll survive quite nicely!" he said. However, after weeks of consuming animal intestines with yak butter tea, "you can really, really lose yourself in even a fake Big Mac!" Riphagen said.

And while Riphagen says he still has plenty of world left to explore (motorcycling through the Middle East and Africa? Trekking to the North Pole? A return to see more of South America?) he says for now he's in no hurry to leave the comforts of European civilization. "My work not only provides the resources needed for travelling, but it also gives me a boost of energy and goals to achieve. And besides, here at home are the people I care about."

To read more about Riphagen's travel adventures, visit his blog at www.riphagen.wordpress.com or contact him at rriphagen@IDG.nl.

noteworthy people

New employees

Martin

Jim Martin joins IDG U.K.'s **PC Advisor** as a features editor. He was previously deputy editor of Computer Shopper and ExpertReviews.co.uk. A graduate of the University of Kent, he holds a degree in computer science and enjoys cycling, photography and gardening. He recently welcomed a second daughter into his family. *jim_martin@idg.co.uk*

Freitas

LYNN HOLMLUND

Jennifer Freitas joins **IDG Enterprise** as a senior marketing manager. She was previously director of marketing at Centage Corp. and holds a B.A. in communications from Regis College in Weston, Mass. Away from the office she enjoys travel, music and following Boston sports teams. *jfreitas@idgenterprise.com*

Harris

New at **IDG Consumer & SMB** is Account Director **Scott Harris**. He was previously sales director with OneRiot. He earned a B.A. in journalism from Colorado State University and an MBA from the University of Denver. Father to a new baby girl, he is also a triathlete and finished his first Ironman competition in 2010. *sharris@idgcsmb.com*

IDG Connect has hired **Jessica Maxwell** as an associate marketing specialist. Previously an inside sales representative at Schneider Electric, she holds a B.S. in business administration and marketing from Bryant University in Smithfield, R.I., In her free time she enjoys travel, music and working out. *jessica_maxwell@idgconnect.com*

Previously an investment associate with Cedar Street Capital, **Dmitriy Perelstein** joins **IDG TechNetwork** as an analytics manager. He holds a B.S. in finance from New York's Fordham University and is currently working toward an MBA from New York University's Stern School of Business. He enjoys soccer, hockey, volleyball and travel. *dmitriy_perelstein@idgtechnet.com*

Nadkarni

IDC Framingham's new Storage research director is **Ashish Nadkarni**. Previously VP of product management at AutoVirt, he holds an M.A. in physics from India's University of Pune, as well as an MBA from Babson College in Wellesley, Mass. In his free time he enjoys swimming and soccer. *anadkarni@idc.com*

Shaw

New at **IDG Enterprise** is Marketing Assistant/Registration Coordinator **Steven Shaw**. He was most recently a market research analyst with Verbatim Advisory Group. A graduate of the University of New Hampshire in Durham, N.H., with a B.A. in communications, he enjoys sports, fitness and travel. *sshaw@idgenterprise.com*

van Dijk

IDG Netherlands has hired **Wieland van Dijk** as business media editor-in-chief, charged with managing its three B2B sites, Webwereld.nl, Computerworld.nl and CIO.nl. He was previously managing editor at NU.nl, the Netherlands' largest news website. He holds a B.A. in journalism from Hogeschool van Utrecht and an M.S. in political science from the University of Amsterdam. He spends his free time cheering for the Ajax soccer team, reading, cycling and birdwatching. *wvandijk@idg.nl*

Chad Macholz is **IDC**'s new sales manager for the Sector East Group, coming from Gartner where he was a senior account executive. He has also worked at Ceridian, Motorola and SBC-Ameritech. He holds a B.S. in Spanish and international business from Elmhurst (Ill.) College and an MBA from DePaul University's Kellstadt Graduate School of Business. A Chicago sports aficionado, he also enjoys travel and running and "just broke my personal best record of running 8k in less than 7:40 per mile." *cmacholz@idc.com*

Macholz

IDG TechNetwork has hired **Andrea Heaney** as manager, Custom Programs. She was previously a media planner with The New York Times. A graduate of Fordham University with a degree in marketing and finance, she enjoys skiing, "supporting the greatest soccer club in the world, Arsenal; and pursuing a quest to find the best taco in New York." *andrea_heaney@idgtechnet.com*

Previously an accounts receivable and collection specialist with Dialogic, **Kevin Barrett** joins the **IDG Corporate Services Group** as a senior credit analyst. He earned B.S./B.A. in finance from Boston's Northeastern University and enjoys basketball, volleyball and tennis in his free time. *kevin_barrett@idg.com*

New at **IDC Framingham**'s Search and Discovery Technologies group is Research Manager **David Schubmehl**. He was previously an IT consultant with New Iron Technologies and holds a degree in computer science and applied mathematics from the State University of New York/Albany. Away from the office he referees soccer games and plays golf and racquetball. *dschubmehl@idc.com*

Returning employees

Barnes

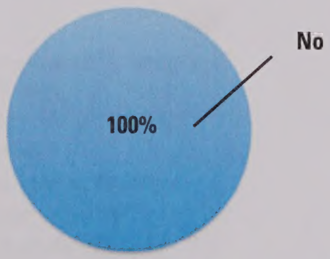
JOE MOLA

Account Executive **Nina Barnes** returns to the **CIO Executive Council** where she was previously group services manager. She was most recently an account executive with Shift Communications. A graduate of Boston College with a B.A. in communications, she enjoys running, live music and travel. *nbarnes@cio.com*

Question of the Week results for March 26

Should employers be allowed to ask for a job candidate's Facebook username and password?

Not receiving votes: Yes, and Only for certain kinds of jobs.



Log on to www.idgcentral.com to vote on this week's question:
How often do you play games on your mobile device?

Pick a password you can remember

Did you know you can change your auto-generated IDG Central password to one more easily remembered? Click on the My Profile link on the home page of www.idgcentral.com. Then click on the Change Password link on the right side of the page and follow the prompts.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Stephen Tozeski *IDG List Services*

20

Ruth Sager *IDC*

19

Doreen Francy *IDC*

16

Victor Falkteg *IDG Sweden*
Adam Jadczak *IDG Poland*

15

Elisa Della Rocco *Network World*
Parit Shaw *IDG U.K.*
Alan Tang *IDC Hong Kong*

13

John O'Malley *IDC Connect/IDG List Services*

12

Galen Gruman *InfoWorld*
Robert Mahowald *IDC*
Peter Nyström *IDG Sweden*

11

Agam Shah *IDG News Service*

10

Loren Drennan *IDC Canada*

9

Angela Chen *IT World Canada*
John Kim *IDC Korea*
Adrian Ho *IDC Singapore*

8

Francisco Nogal *IDC Latin America*
Amber Chin *IDC Malaysia*
Mylene Buensuceso *IDC Philippines*

7

Scooter Joyce *IDC*
Alan Tsao *IDC Taiwan*

6

Gio Stein *IDG World Expo*
Ching Lee *IDG Corporate Services Group*
Thomas Rubel *IDC*
Nestor Arellano *IT World Canada*
Daniel Shaw *IDG Tech Network U.K.*
Yasmina Benjelloun *IDC France*
Frank Wang *IDC China*
Bill Rojas *IDC Hong Kong*
Letchmy Ganapathy *IDC Singapore*

5

Erika Karr *CXO Media*
Kathy Georgiyevskaya *IDG Enterprise*
Justin Jaffe *IDC*
Waldemar Schuster *IDC Latin America*
Tom Dillon *IDC Australia*
Fabiian Cardoz *IDC India*
Harsha Sundararaman *IDC Singapore*

4

Edith Tricheux *IDC France*
Yong-Hyun Kim *IDC Korea*
Marc Chin *IDC Singapore*
Simon Piff *IDC Singapore*
Mayur Sahni *IDC Singapore*

3

Brice Wandebrouck *IDC France*
Adlina Adnan *IDC Singapore*

2

Rohit Mehra *IDC*
Louis Kustwan *IDC*
Camila Nogueira *Now! Digital Business*
Marianne Friedman *IDG Denmark*
Roslyn Baguley *IDC Australia*
Angela Peng *IDC China*
Shakti Mohapatra *IDC Center for Consultancy & Research*
Siew Choon Liew *IDC Malaysia*
Pamela Sumanga *IDC Philippines*
Stephanie Ho *IDC Taiwan*
Yen Phan *IDC Vietnam*
Quyen Trong *IDC Vietnam*
Chetan Patil *IDC India*
Dipika Shetty *IDC India*

1

Samuel Blazer *IDC*
Usman Sindhu *IDC*
Ganesh Pillaiyar *IT World Canada*
Erik Peelen *IDG Netherlands*
Franco Spinelli *International Controller's Office*
Tom How *MacWorld U.K.*
Daniel Görling *IDG Sweden*
Patricia Oliveira *Now! Digital Business*
Nisha Vaswani *IDC Australia*
Nirupam Chaudhuri *IDC India*
Fouziya Imtiyaz *IDC Center for Consultancy & Research*
Kiran Kumar *IDC India*
Mohit Raizada *IDC Center for Consultancy & Research*
Ravikant Sharma *IDC India*
Arun Singh *IDC India*
Harsh Upadyay *IDC India*
Manasi Yadav *IDC India*
Sweet Leng Chua *IDC Malaysia*
Frank Levering *IDC Singapore*
Dinesh Palaniswamy *IDC India*
Bhumika Sharma IDC Center for Consultancy & Research
Vaibhav Verma IDC Center for Consultancy & Research

PC Advisor Awards night combines fun, games, revenue and good PR

PC Advisor Online Editor ***David Court*** *surveys the pin lineup accompanied by (l-r), a guest, IDG U.K. Marketing Manager* ***Ash Patel*** *and IDG U.K. TechNetwork Account Manager* ***Robert Bradley****.*

PC Advisor hosted its third annual awards evening on March 14 at the Bloomsbury Bowling Lanes in London. The informal event featured 26 award presentations and drew some 200 representatives from IDG U.K., media agencies, partners, and nominated and winning companies for a few hours of table games, bowling and socializing.

Editors chose 21 winners from a year's worth of hardware and software reviews. PC Advisor.com's 330,000 registered members and 1.6 million monthly visitors were invited to vote on five reader awards.

Rather than solicit sponsors to underwrite the event, the staff sold rights to the award logos to the winners and nominees. Not having any sponsor affiliation "definitely helped with the perception of the awards as pure editorial," said PC Advisor Editor **Matt Egan**. "The logo rights was a relatively easy sell, because people called us asking for the logos, and the money tends to come out of a different budget than regular advertising spending."

Although logos had been available at no cost in previous years, no one objected, Egan said, and about half of the winners bought the rights for £1,000 each (US$1,566).

Write to matt_egan@idg.co.uk. WU

profile

unsung hero

*Network World Editor-in-chief **John Dix** nominated Managing Editor **Ryan Francis** as an unsung hero of the editorial team. "Ryan plays a critical role herding the output of our various content contributors into our online and print products, adding value every step of the way. He's a great team player and unflappable."*

Name
Ryan Francis

Home
Worcester, Mass.

Tenure
I joined IDG in March 2001.

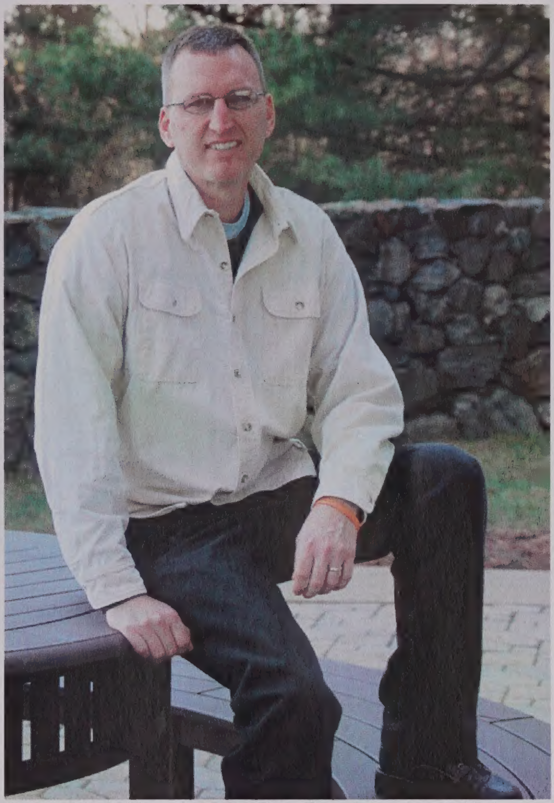
Current title
Network World managing editor.

Primary job responsibilities
My main concern these days is Network World's website. I work with the editors in making sure the most updated content is on the site and is presented in a way that is appealing to the readers. I also work with the art department to make sure art is presented in a way that reinforces the stories.

Three things I do in a day's work
Post stories, post art, work social media angle on LinkedIn.

What I love most about my job
That it has evolved with the times. I began at Network World as a copy editor, but my time spent copy editing each day is small compared to my other tasks. When I first started, my primary duties were making sure the print magazine got out the door on time, but the focus has obviously moved to online over the years. The ability to learn new things in the online world is a big aspect of my job.

A hot-button issue I'm dealing with these days
Social media. Since much of our success is measured by page views, the largest challenge is figuring out how to get your story up on Google News or any other social media site. There are so many moving pieces that it's a tough daily battle to figure out why one story gets picked up while others do not.


JOE MOLA

*Network World Managing Editor **Ryan Francis** has been with the company since 2001.*

Latest accomplishment
Learning Google Fusion Tables and taking on new tasks with the departure of longtime employees.

What I'm doing to be a better employee
As employees leave the company, I try to pick up whatever tasks might otherwise fall through the cracks. And I'm willing and able to take on tasks assigned to me.

Interests outside the office
I coach softball, soccer and basketball for my kids.

What others can't tell just by looking at me
That I eat like a horse.

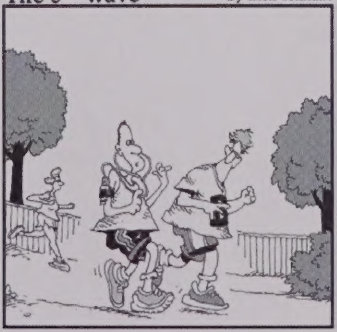
offline for fun

Need a quick work break?

Log onto www.idgcentral.com and click on this cartoon on the home page. Add your caption to the comments section on the cartoon page by April 11 and you could win an IDG t-shirt in a random drawing of all submissions.

Good luck!

The 5th Wave By Rich Tennant



and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Philipp Senkbeil *IDG Germany*
Howard Sholkin *IDG Strategic Marketing Services*
Paul Trotter *IDG U.K.*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Inside this issue

One on one: IDC SVP, Worldwide Tracker Research Eric Prothero *page 3*

Celebrating 10: China Network World's Xiaohong Chen *page 8*

One thing: Sales professionals weigh in on key skills

IDG World Update asked a group of sales professionals from throughout IDG to weigh in on the following question: What is the single most important characteristic of a great salesperson in today's IT media/events/research market? Here's what they had to say. We invite you to add your thoughts in the comments section following this article on IDG Central.

Moreau

Each sales professional would probably come up with a different answer based on their skill set but narrowing it down to one thing personally, I would have to say is an oldie but a goodie and that is: show me you know me. The IT sector changes rapidly, so you really need to know what's going on in real time. We want our events to be a reflection of what's going on in the marketplace at that time as well as what can be expected in the future. With that said, you need to know your customer as well as the industry so you can get the right message to the right people at the right time. In the event business it's the fine line between fragmentation and aggregation.

— ***Ron Moreau****, sales manager, IDG World Expo,*
rmoreau@idgworldexpo.com

Powell

Follow the 80/20 rule for discovery calls and meetings. Eighty percent of the time should be devoted to the prospect/client discussing their unique challenges, how they want to move their business from A to B, what their expectations are should you work with them, etc. Twenty percent of the time the sales rep should provide evidence and build credibility

continued on page 4

IDG Sweden's largest event focuses on doing business online

NIKLAS HILDÉN

IDG Sweden's Internetworld editorial staff, led by Editor-in-chief ***Magnus Hoij****, hosted Webbdagarna.*

IDG Sweden's Webbdagarna ("Web Days") conference and expo, held annually since 2005, sustained its reputation last month as the country's leading event for everything related to doing business online.

Webbdagarna is the signature event for the company's Internetworld brand, whose editorial staff served as organizers and hosts.

"There are several reasons for the success of this event," said Internetworld Editor-in-chief **Magnus Hoij**. "The fact that social media and digital communication is extremely important for all companies is obviously one. Our ever-improving work on our events is another. But maybe the most important part is our editorial background and journalistic integrity the IDG is known for."

Stockholm's Waterfront Congress Center reached full capacity March 22-23 with 1,250 attendees including marketers, entrepreneurs, communicators and e-commerce managers. The early-bird admission rate was 4,500 SEK (US$700) and the regular rate 7,900 SEK ($1,300).

NIKLAS HILDÉN

IDG Sweden managed to find space at the grand Waterfront Congress Center in Stockholm for 1,250 attendees, a Webbdagarna record. Among the presenters on the main stage were three individuals whose proposals won an online competition.

Several dozen sponsors, including more internationally recognized brands than ever before, such as Microsoft and IBM, supported the event and participated in an exclusive exhibition area.

continued on page 2

IDG Sweden hosts Facebook event

IDG Sweden used the well-respected name of its largest and most successful event, Webbdagarna, to spin off a smaller, special-edition event.

IDG Sweden created "Webbdagarna #facebook," a one-day conference held in Stockholm late last year for marketing and communications professionals interested in learning more about how to put Facebook to work. Admission was 4500SEK (US$661), and the event drew 140 attendees. Internetworld Business Manager **Britta Liljegren** said that superimposing #facebook over the Webbdagarna logo, rather than creating a completely new name for a new event, "was a big part of the success in terms of getting people to sign up."

The agenda featured an ad agency CEO who gave his views on how the future of marketing and social networks will evolve, a series of case studies from prominent companies and speakers who talked about how to use Facebook for public relations and marketing. The final speaker was Joakim Jardenberg, considered Sweden's leading expert on social media. IDG Sweden staff served as moderators and hosts.

An exclusive post-event dinner was a big hit. A limited number of tickets were sold for 1,000 SEK ($147), and those 20 guests spent time with most of the speakers. "This was an offering that was highly appreciated, and we got extremely high ratings from our visitors," said Internetworld Editor-in-chief **Magnus Hoij.**

The profit margin for the inaugural event was just over 50%.

IDG Sweden plans to hold the second Webbdagarna #facebook in Göteborg, Sweden's second-largest city, in June. It will also include a dinner, about 10 speakers — half from the earlier event and the rest from nearby to offer a local perspective — and for the first time, one or two sponsors.

Write to magnus.hoij@idg.se.

Internetworld's model shifts to print, online, event integration

IDG Sweden has changed the business model for its Internetworld brand from a monthly magazine with events and a website to a business in which events, online and print are much more closely intertwined, with greater attention to multiple, local events.

Established in 1996, Internetworld (www.internetworld.idg.se) initially covered all things Internet from a consumer perspective but shifted to a business orientation around 2007. Today it covers all aspects of doing business online, including digital marketing, social media, mobility, hosting and web publishing and targets managers and strategists looking for new business opportunities online. Its affiliated signature event, Webbdagarna (see p. 1), is an ever-growing, must-attend event focused on the power of the Web for businesses and organizations.

internetworld

Platserna i Silicon Valley som påverkar ditt nätliv. Entreprenören Johanna Ögren: "Jag är lat, det driver mig." På lunch med Urban Gillström, Tradedoubler. Trend: Nu checkar platstjänsterna ut. Så jobbar ende svensken

62 mest kreativa i Webbsverige.

på Facebook i Silicon Valley. Därför dröjer en standard för mobila betalningar. Tre steg till en snabbare kassa. Guide: 13 företag och deras betallösningar. Så lyckas företaget på LinkedIn. Facebooks historia. Responsiv design ger webb för framtiden. Så träffar du rätt med e-posten. Tre smarta strategier för Twitter. Så säkrar du kundernas lösenord i e-butiken. Mötesplatserna du inte får missa.

Now published bi-monthly, the print edition of Internetworld will be more closely tied to content developed for its signature event, Webbdagarna.

Editor-in-chief **Magnus Hoij** said the reasons for the shift were threefold. With the worlds of social media, e-commerce and digital marketing changing so quickly, the print publication needed to evolve along with the market. And while the magazine was originally a consumer-oriented publication, it has over the years been repositioned as a business magazine.

"Finally, our successful event business has helped us change the role of the magazine," he said. "The magazine had been the starting point for everything we did. Today, with our greater commitment to the online business and events, the printed magazine has a new role. We needed a magazine that was part of a family, not a 'supertanker' that was dominant."

Now published bi-monthly, Internetworld magazine has been almost completely reconfigured, other than retaining the logo and the editorial staff. It has more pages, better quality paper and new illustrators, photographers and freelance writers. Hoij said the content will not only cover core topics but also put them in perspective, and there will be more features to tell the stories behind the entrepreneurs, business models and the people who succeed in the digital world. Tips and tricks content will be toward the back. The editorial coverage will broaden somewhat, he said, to appear to other audiences such as PR executives and ad agencies. Circulation is 7,500.

The staff will also aim to better connect the magazine with Webbdagarna. Keynote speakers will be an important part of the magazine's content, and the publication's most interesting case studies will be featured onstage at the event. Now that Webbdagarna has expanded beyond Stockholm, the staff aims to include content related to other Webbdagarna venues, as well as Web-related culture, companies and people in cities such as San Francisco, New York City and Berlin.

Write to magnus.hoij@idg.se. WU

Webbdagarna

continued from page 1

Conference tracks focused on Facebook, mobility, e-mail marketing, e-commerce PR, web strategy and web content management. For the "unconference track," the Webbdagarna team publicized a competition two months ahead of time inviting people to submit proposals about what they'd like to present. An online voting process to select three of the 25 submissions sparked a lot of activity on Twitter and Facebook, "where the potential speakers were fishing for votes," Hoij said. The winners each had 15 minutes onstage for their presentations and 15 minutes for discussion with a moderator and the audience.

Keynote speaker Jeff Jarvis, author of "What Would Google Do?" and a new book, "Public Parts: How Sharing in the Digital Age Improves the Way We Work and Live," talked about the tension between privacy and "publicness," as he calls it, that is transforming how people form communities, create identities, do business and live their lives. (See the video at http://idg.me/HNjv7u).

NIKLAS HILDÉN

*Marketing Manager **John Sundstrom** and Editor **Miriam Olsson Jeffery** were two of the many Internetworld staffers involved with Webbdagarna.*

The Webbdagarna series continues in Göteborg (Sept. 11-12), Luleå (May 30), Malmö (Oct. 24) and a new-location, Växjö (Dec. 5).

Write to magnus.hoij@idg.se. WU

ne on one the interview

Eric Prothero
IDC's SVP, Worldwide Tracker Research, is this week's columnist. Reach him at eprothero@idc.com.

Q What are IDC's Trackers?

A IDC's Trackers are data-driven products that provide market size, vendor share and forecasts for hundreds of technology markets across the globe. We provide our tracker data to clients on a semiannual, quarterly or monthly basis.

Q What percentage of IDC's business does the Tracker program comprise?

A In FY2011, global tracker bookings were $59.1 million. Last year, in FY2012, they grew to $66.7 million, which was 21% of IDC's total bookings. Of the total tracker bookings in FY2012, 84% come from trackers covering IT hardware markets (i.e., PCs, tablets, servers, printers, storage, etc.), 7% come from trackers covering IT software markets (i.e., CRM, BI, etc.), 5% from the telecom and networking spaces and 3% from trackers covering IT services markets.

Q How does the tracker research set IDC apart from other IT market research firms?

A I believe what sets us apart from other IT market research firms that provide data are these key assets:

1. IDC's global network of local analysts
No one has the global network of analysts that we do at IDC. Of the 1,800 analysts at the company, fully 600 of them are dedicated to doing tracker data. I don't believe any of our competitors has more than 100 analysts doing similar data, and this is a really big advantage for us. Where we need to improve is really leveraging that global network by making sure our clients at all levels (local, regional and worldwide) within their organizations are seeing that value and getting access to that expertise. Our clients in-country see the value of a country analyst in Nigeria or Norway, but our clients at the worldwide level don't always see that value so clearly. We need to work on this.

2. Our proprietary data platform
Three years ago we began an important investment in the creation of a central data platform at IDC: a platform where we would collect, analyze, store and deliver all of IDC's data. Today, FERDA* (see sidebar at left) has become a true competitive advantage for IDC as nearly all the tracker data is running through the platform. We are working on not only putting the final few trackers in FERDA but beginning to take advantage of the single source of data, whether that be in the creation of new products or the improvement in the data quality and analysis checks.

3. The hundreds of inputs we use each research cycle.
Our tracker process is built upon a kind of triangulation process that uses hundreds of inputs in the determination of any final data point. Among the many elements, these inputs include interviews with vendors and channel representatives, data feeds from distributors and government import records. It's a heavy process trying to distill the disparate and often varied inputs, but we are in a great position to do so because of all the data coming in to the process, our tools and our global network.

In addition to these three assets, we are moving down the path to create what I expect to be a fourth asset for IDC's tracker research business, and that is our forecast methodology. We recently invested in a central team of analysts who bring forecasting expertise to IDC. We are now in the process of building a new forecast framework that we will bring to our process and clients. This evolution from our current forecast approach has been positively received by our clients. It's a long-term endeavor, but I expect that in another two years or so we will be able to add "IDC's Forecast Methodology" to the list of the impressive assets of our tracker business.

Q How does the frequency and detail of your tracker reports in emerging markets vary from those of more developed markets?

A This is an exciting area for IDC and one where I believe we will really set ourselves apart from the competition due to our unique footprint in emerging markets. IDC China led the way years ago by launching trackers that provided data by province to coincide with the government's plans to target specific provinces for long-term growth. Today, IDC China has trackers not only by province but by city and by month.

We recently got together with the IDC China team to see how they do it, and the outcome was the launch of monthly PC and Printer trackers in Brazil and a quarterly PC tracker by city in India. Last month we met to review a plan to launch monthly PC trackers in six emerging markets countries including India, Mexico, Indonesia and Turkey. I expect that over the next three years there will be measurable local revenues coming from new country trackers in emerging markets.

Q In addition to city and monthly trackers in emerging markets, what other products are on the horizon for 2012?

continued on page 6

> ***"We are taking a big step ahead in building a global monthly tracker that acks downloads of smartphone apps across 20 countries worldwide. It is a totally new research process, but we think it will be a product of great interest to a variety of clients."***

* IDC's developers who worked on the new FERDA data atform are based in Prague. erda is the name of a famous character in a series of Czech children's books: a weak ant who always conquers challenges.

One thing

continued from page 1

regarding how thier services can support the client's business objectives (a short, verbal case study is great) and define next steps.

— **Roberta Powell**, *VP sales, IDG Connect, roberta_powell@idgconnect.com*

Borthwick

Sales professionals need to have a strong knowledge of their products and an in-depth understanding of the markets they operate in to be successful. Clients rely on our wealth of experience and knowledge when making difficult decisions especially when big budgets are involved. Honest communication creates trust and in turn can make you stand out above the rest. If you attain this trust you cannot go wrong.

— **Lisa Borthwick,** *director, International Sales, IDG Global Solutions, lisa_borthwick@idg.com*

Rogol

The single most important characteristic of a technology media salesperson is the ability to recognize opportunity. The reason this is critically important is because of two consequences of technology. First, technology has created an incredibly complicated marketplace of products for our clients. The great salesperson can decipher the near chaos, isolate market opportunities for clients and connect these opportunities to our media properties. Second, technology has made our days busier, we all seem to have less time. Within the constant barrage of incoming communications salespeople need to be ultra-disciplined in focusing on where the real opportunities are or else they risk being buried in work that doesn't lead to success.

— **Gabe Rogol,** *senior director of sales, IDG Consumer & SMB, grogol@idgcsmb.com*

Tatusko

I think the single most important characteristic for a sales professional is to be a reader. Read everything you can. Understanding the markets we play in and the roles our prospects and customers play in those markets is critically important. Not only does it help you make better recommendations, because you understand what your clients are trying to accomplish, but it helps build your credibility with them. You are a trusted resource, not just another sales guy hawking your goods.

— **John Tatusko**, *national sales director, Computerworld Events, john_tatusko@computerworld.com*

Busse

In my view the single most important skill that media sales professionals must deliver to succeed in today's tough environment is simple — passion. Whilst solid sales skills and up-to-date product knowledge are essential and can be taught, without passion and pride in the brand or product they are working on it will be difficult to find any real success. Media sales professionals need passion and urgency to develop a hunter-like outlook to sales, driving them to do the best for their unit regardless of the market conditions. Sales professionals at any level should own their numbers and the proposals behind them as if it were their own business. Strong belief in brand values will ultimately reflects itself on the market they are selling to and if strong enough transfer to sales figures.

— **Jonny Busse**, *head of IDG Tech Network, U.K., jonathan_busse@idg.co.uk*

Madden

A salesperson's most important skill is the ability to listen and be able to interpret the clients' needs appropriately whilst matching their requirements to our offerings. This is the only way to maintain a sales pipeline which is robust enough over time and avoid missing opportunities. In terms of characteristics required — tenacity! Persistence pays — a salesperson needs to pick up the phone, get involved out there and make it happen!

— **Damian Madden**, *associate publisher, www.cfoworld.co.uk and CFO World Magazine; head of sales CIO.co.uk and CIO Magazine, damian_madden@idg.co.uk*

Assuming that all things are equal, I would say passion is the single most important characteristic for a sales professional regardless of industry. We have hired many accomplished salespeople over the years. Some have succeeded and some failed during their time at IDC, even if they were successful before or after their time here. Those that have been successful over the long haul, have all shown great passion for the company and the products they represent. They are passionate about client satisfaction and client advocacy. The passion and personal work ethic shines through to clients, peers, managers and senior executives.

— ***Steve Phillips,*** *group VP, IDC, sphillips@idc.com*

Henderson

In my opinion, the most important characteristic or skill for an IT research sales pofessional has not changed in the entire time since the industry's founding. It is also not dissimilar to the most important sales characteristic/skill across different industries. In order to be a highly successful sales professional, you must be a very good listener. When you really listen to what a qualified buyer has to say, and when you ask appropriate open- and close-ended questions, you tend to pinpoint the stated (and unstated) personal and professional needs of the buyer(s). With solid follow-up and execution from there, good things tend to happen for both buyer and seller.

— ***Brien Henderson****, group VP, Worldwide Sales, IDC Insights, bhenderson@idc.com*

Kamath

Number one on my list would be the ability to build positive business relationships. In the current economic environment getting your customer to view you as a partner (rather than a vendor) and believe in your products and solutions is most critical. This requires empathy, the ability to listen and relate to the customers' marketing challenges and suggest the right solutions to help overcome them.

— ***Sudhir Kamath****, president, sales & marketing, IDG India, sudhir_kamath@idgindia.com*

Oelschlaeger

An IT sales professional needs profound knowledge of the market and of the products/tools he or she sells. This is the basis for a successful client conversation: Find out the clients' needs and work on solutions.

— ***Tina Oelschlaeger****, VP International Sales, IDG Business Media GmbH, IDG Global Solutions, toelschlaeger@computerwoche.de*

Sales people must understand the needs of their clients. When selling sponsorships for events, it is important for sales people to understand who the audience for an event is and which potential sponsors might be interested in reaching them.

— ***Jenny Elmqvist****, sales manager, Key Account Team, IDG Sweden, jenny.elmqvist@idg.se*

Woerle

In my opinion, salespeople need to be able to make an I.M.P.A.C.T. This means:

I nnovative
M easurable and
P rofitable campaigns and projects with a pro-
A ctive
C rossmedia and
T opic-driven client approach

This is a challenge and an opportunity at the same time and describes one ofthe most interesting and demanding jobs in the media business.

— ***Sebastian Woerle,*** *associate publisher/VP Sales, Computerwoche, CIO Magazin, TecChannel, CFOworld, ChannelPartner, swoerle@idgbusiness.de*

Tong

Adaptability. I think in this rapidly changing media landscape, you need to be able to think on your feet and adapt, reinvent and respond with new opportunities as and when the situation arise. You will have to know the market, your competition and facts and figures very well, but then not be confined by this knowledge and be able to think freely. Think Darwin's theory of natural selection and adaptation.

— ***Janice Tong,*** *publisher, Australian Life Scientist, group advertising manager, ARN, IDG Australia, janice_tong@idg.com.au*

Drake

The most important characteristic or skill in my opinion is the ability to listen to your customers. Media salespeople love to talk about how great their solutions are and can sometimes forget to gather information from their meetings and conversations. My advice would be to always ask customers lots of questions and most importantly listen to the answers; it might be that you don't understand your clients' business as well as you think you do. Don't assume and propose something until you understand their objectives!

— ***Christian Drake****, director, International Sales, IDG Global Solutions, christian_drake@idg.com*

noteworthy people

New employees

Tang

IDC Canada has hired **Tim Tang** as an analyst, Consumer, Telecom and Mobile. He was previously an industry analyst with MaRSDD, a non-profit group supporting technology entrepreneurs in Ontario. A graduate of the University of Waterloo, he holds B.S. and an MBET in engineering and enjoys "experimenting with ideas in software and computer science, empowering citizens through digital tools and developing business cases for microeconomic development." *ttang@idccanada.com*

IDC U.K. has hired **Kevin Bailey** as research director, European Security Research. Charged with provided analysis on secure content and threat management, identity and access management and security and vulnerability management. He was previously head of Symantec's Global Market Analytics and Strategies team. Kevin is currently working toward an M.S. at Wales' University of Glamorgan's business school, focusing on the adoption of social media as a strategic tool in business. He also holds a Chartered Institute of Marketing postgraduate diploma. *kbailey@idc.com*

Returning employees

Young

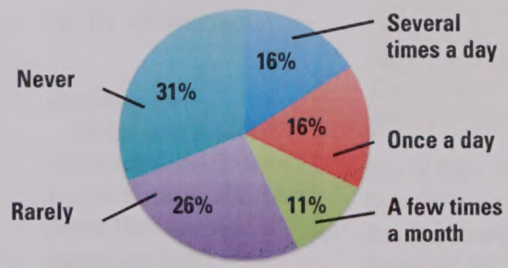
Donald Young returns to **IDG World Expo** as senior program manager for E3 Expo and Macworld | iWorld; he was previously director of finance for the E3 Expo. He earned a B.A. in theater arts with a business minor from Bridgewater (Mass.) State University and recently finished the Core Essentials Program of Coach University, an online coaching firm and will be applying for certification with the International Coaching Federation. He enjoys travel and hiking and is involved with Gay 4 Good, a national volunteer organization that benefits a variety of charitable groups. *donyoung@idgworldexpo.com*

Calling all Noteworthies

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

Question of the Week results

How often do you play games on your mobile device?



Log on to www.idgcentral.com to vote on this week's question: **How many online courses have you taken for academic or professional credit?**

One on one

continued from page 3

A We are starting to create trackers that combine survey data with tracker shipment data. Our first move in this direction is happening now. In partnership with IDC's ConsumerScape 360° team we are launching three trackers in 2012 that cover eight countries and combine consumer survey data with PC tracker research. (IDC's ConsumerScape 360° service uses direct global primary research to provide insights and trends about consumer electronics and digital services.) Using IDC's ConsumerScape 360° research expertise, the products will answer questions like "What vendor has the highest market share with men in China?" "What vendor in Canada is most at risk to lose share because its fastest-growing customer segment is most dissatisfied?" "What features are driving consumer PC shipment sales in the U.S.?"

Another new product will be a Monthly Apps Tracker. We are taking a big step ahead in building a global monthly tracker that tracks downloads of smartphone apps across 20 countries worldwide. We will size them by app store by category by country. It is a totally new research process, but we think it will be a product of great interest to a variety of clients.

Finally, we continue to expand and invest in trackers in our IDC Insights groups. We will be adding a Point-of-Sale tracker this year to our current Insights tracker portfolio of Smart Meters and Solar.

Q **What things should we be looking forward to seeing from the worldwide tracker team?**

A We will be launching a new (and pretty cool) IDC Tracker Charts app for iPad and iPhone in the next few months. It's part of our long-term strategy to grow sales to the long tail, and we believe it will get our brand and data to a larger population. Users will be able to search and sort over 100 data charts that link them to press releases and product information.

We are also embarking on a year-long plan to completely rebuild the tracker data experience for our clients. From today's very basic web query tool, we will be offering our clients a year from now the ability to get their data through a much more robust and user-friendly portal, accessible through their PC, tablet or smartphone. **WU**

Mobile products, events, industry trends and more in the One on One archives

Go to the World Update link on the home page of www.idgcentral.com to see past One on One columns, including:

- IDG U.K. Head of Mobile **Paul Trotter** discusses getting started in mobile, analytics, marketing and working with advertisers.
- IDG World Expo VP/Events **Nina Carrara** talks about audience recruitment, industry partnerships and show dailies.
- **Tom Mainelli**, research director of IDC's Mobile Connected Devices program, reviews the market for tablets, e-readers and media players.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Rick Pastore *CXO Media*

23

Bianca Bruhn *IDC Nordic/Denmark*
Sue Yanovitch *IDG Enterprise*

19

Ellen Fanning *Computerworld*

17

Henry Morris *IDC*
Martin Chau *IDC Hong Kong*
Brian Kornegay *IDC Singapore*

16

Susan Brown *IDC*

15

Anders Elbak *IDC Nordic/Denmark*
tarina Strömberg *IDG Sweden*
wnette Gordon *IDG U.K.*

14

Daniel Behrens *IDG Germany*

13

Lauren Costello *CXO Media*
Maro Eremyan *IDG Enterprise*

12

Anne McDonald *IDG Consumer & SMB*
Markus Schwerdtel *IDG Germany*
Manuela Eue *IDG Germany*
Dan Timberlake *IDC U.K.*
Vladimir Kroa *IDC*

11

Shari Redan *IDG Consumer & SMB*
Annette Berg *IDC Nordic/Denmark*
Lars Danielsson *IDG Sweden*
Volkert Deen *IDG Netherlands*
Vicki Cui *IDC China*

emi Gokani *IDC U.K.*

8

William Wang *IDG Consumer & SMB*
Daniela Konicki *IDG Germany*
Lewis Ward *IDC*

6

Scot Finnie *Computerworld*
Caroline Keough *IDG Enterprise*
Renee Lodens *IDC Singapore*
Jace Tang *IDC Singapore*

5

Mark Sullivan *IDG Consumer & SMB*
Karsten Bundgaard *IDG Denmark*
Ewa Jadczak *IDG Poland*
Jeff Radecki *IT World Canada*
Alma Mercado *IDC Philippines*
Sasithorn Sae-iao *IDC Thailand*

4

Michael Kurzidim *IDG Switzerland*
Joshua Boyle *IDC*
Megan Roman *IDG Enterprise*
Toby Chen *IDC China*
Richard Lee *IDC China*
Jacky Xue *IDC China*
Nephi Zhang *IDC China*
Nancy Seto *IDC Hong Kong*
Divya Gowda *IDC India*
Chin Boon Lin *IDC Singapore*
Charles Chiu *IDC Taiwan*

3

Magdalena Kozakiewicz *IDC U.K.*
Adeline Phua *IDC Singapore*

2

Veronica Martell *IDG Mexico*
Aksinnia Yemelyanova *IDC U.K.*
Andreas Thors *IDG Sweden*
Tyson Vu *IDC*
Leo Ng *IDC Singapore*

1

Stephanie Man *IDG Consumer & SMB*
Carina Hartl *IDG Germany*
Konrad Mroczek *IDG Poland*
Emma Thornton *IDG U.K.*
Saskia van Delft *IDG Netherlands*
Mirza Baig *IT World Canada*
Amy Machado *IDC*
Tina Ni Riain *IDC*
Carmen Facas *CXO Media*
Stephen Huang *IDC China*
Storm Liu *IDC China*
Jaideep Mehta *IDC India*
Kanwa Rahul *IDC India*
Chin Chin Wong *IDC Malaysia*
Audrey Heng *IDC Singapore*
Sae Soon Quah *IDC Singapore*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

IDG Mobile Hub digital magazine survey aims to collect vendor data

Creating, distributing and selling digital magazines is an important initiative for IDG business units. There's been a lot of experimenting with different solutions, and employees involved with digital projects have said — in the Mobile Hub group on IDG Central and in various company meetings — that they want to be able to keep track of who is using various vendors and what their experiences have been.

The research team at IDG Consumer & SMB in the U.S. has created a quick survey to help collect that information. The goal is to help business units avoid duplication of mistakes and to accelerate their paths to success.

Every IDG business unit is being asked to appoint someone involved in digital magazines to answer the survey at: http://idg.me/GW4lnE.

It should take no more than five minutes to fill out, and it provides a very convenient way for business units to share where they are regarding digital products for each publication brand, said IDG Consumer & SMB VP/Mobile **Ulla McGee**.

The vendor data will be added to a soon-to-debut vendor database on Mobile Hub in the next few weeks, and the other results will be shared in a PowerPoint document on Mobile Hub as well.

Information about the survey is also in the Comments area of Mobile Hub.

The deadline for the survey is April 11.

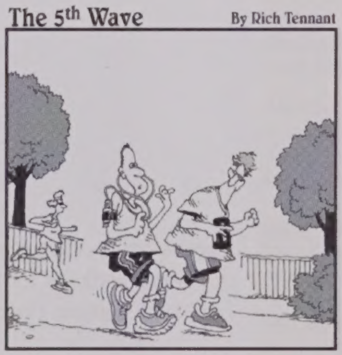
Write to umcgee@idgcsmb.com. WU

offline for fun

Need a quick work break?

Log onto www.idgcentral.com and click on this cartoon on the home page. Add your caption to the comments section on the cartoon page by April 11 and you could win an IDG t-shirt in a random drawing of all submissions.

Good luck!



Check your My Profile page

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical information, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

celebrating 10!

Name
Xiaohong Chen

Home
Beijing

Joined IDG
June 2001

Career path
June 2001-December 2010, Art Director, China Network World; January 2011-present, Sales Manager, Customer Service Department, China Network World

What's kept you at IDG for 10 years?
The stable working environment that brings me a stable family life.

What is one of your favorite work moments?
Dinner with my colleagues after we work overtime every Thursday night.

Most challenging part of your job
Maintaining a good mood when I am too busy with my work.

Best compliment received?
"She is very professional."

Of what accomplishment at work are you most proud?
I created a standard layout system for China Network World in 2003, which is still used today.

What talent do you wish you had?
Fluent spoken English

Favorite way to work off stress
Shopping, sleeping and playing with my sons.

Favorite things on your desk
Photos of my sons.

Interests outside the office
Traveling and playing table tennis.

Family
My husband Jun Wang and my 2-year-old sons Miduo Wang and Maiduo Wang

China Network World's ***Xiaohong Chen*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner in honor of her 10 years with the company.*

What did you want to become when you were a child?
A teacher.

If you won the lottery tomorrow, you would
Travel with my family.

Favorite vacation spot
Maldives

Favorite movie
The Pursuit of Happyness

Your idea of a perfect day alone?
I would wake up without an alarm clock, clean a few rooms, shop at the supermarket for my sons, cook for them, watch them eat the food I cooked. In short, take everything at a slow pace.

Retirement dreams?
Traveling everywhere.

Manager's profile
From art director to sales manager, Xiaohong's career path proves that taking advantage of new opportunities produces good results."

— Qunying Zhang, executive publisher, China Network World

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Magnus Hoij *IDG Sweden*
Eric Prothero *IDC*
Karen Ren *IDG China*
..and all the contributors to the sales skills roundup.

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

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WWW.IDGCENTRAL.COM

Macworld tests Apple's iBooks Author tool

Free app offers enhanced design/multimedia functionality

IDG WORLD UPDATE

(L-R): ***Rob Schultz****, art director;* ***Jonathan Seff****, executive editor;* ***Sue Voelkel****, managing editor;* ***Gail Nelson-Bonebrake****, copy editor;* ***Kate VandenBerghe****, designer; and* ***Sally Zahner****, assistant managing editor.*

Macworld experimented with Apple's iBooks Author tool to produce a recent ebook — *12 Things Every iPhone and iPad User Should Know* — and the reviews are largely positive.

"It's clearly the best ebook authoring tool on the market at the present time," said Macworld Associate Editor **Serenity Caldwell**, who oversaw the editing and final publication to Apple's iBookstore. "However, it does have some significant limitations."

The biggest of these, Caldwell noted, is that books created using iBook Author can only be read on Apple's iPad and are limited to sales in the iBookstore.

Among the benefits, Caldwell said, "whatever you design using iBooks Author comes across identically in the finished book. It's as close to designing from print as we've been able to come without creating PDFs."

Other programs like Pages and InDesign provide the

continued on page 4

Inside this issue

CIO blogs create buzz by covering less traditional topics *page 2*

One on one: IDG Enterprise Director of Online Account Services Danielle Thorne *page 3*

IDG World Expo's Mary Dolaher is on Expo Elite list *page 6*

IDG SMS' Charles Lee included on Folio: 40 list *page 6*

Employees invited to join IDG team for J.P. Morgan Corporate Challenge in Boston *page 7*

Unsung hero: IT World Canada's Ankoo Batra *page 8*

Brands present their image through Facebook's Timeline

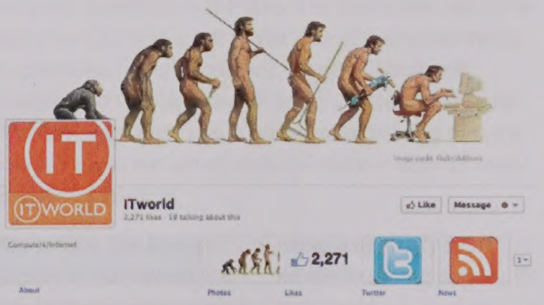
How to take advantage of profile page's cover photo sparks debate

Facebook's Timeline debuted earlier this month for all its users, giving IDG business units that use Facebook a new canvas on which to display their corporate and product brands.

Timeline is a new style of the profile page that lets users highlight photos, posts and events to tell their story. A chronology of years on the right side makes it easy to read posts related to a given year. Users can customize the top section of their page with:

- A large cover photo that runs across the page
- A small icon profile image superimposed on the cover photo
- Sets of four thumbnail boxes per line under the cover photo with links to items such as a map, photos, news feed, Twitter feed, Likes, events listings and a YouTube channel.

IDG business units around the world spent weeks before the official Timeline debut debating what would be an appropriate cover photo to illustrate their brands.



ITworld.com's staff said it will swap out its Timeline cover photo (above) for a newsier image when a major news story arises.

The original concept for CIO.com's cover photo was to create a collage of web, print and events images that reflect the scope of coverage of the CXO Media

continued on page 5

CIO blogs create buzz by covering less traditional topics

CIO.com's editorial strategy largely targets senior management, including CIOs, IT directors and other up-and-coming people in technology who may be on a career path to the CIO's office. "However, we also write for non-IT folks who simply have an interest in technology and want expert information on tech trends, products and services," said CIO.com Senior Editor **Al Sacco**. CIO.com's collection of 17 blogs targets both current and aspiring C-level IT executives as well anyone who may need to communicate or work with those senior IT managers.

Blogging is "a big part of modern online journalism," Sacco said, "and we feel that if we want to keep up with the times and remain relevant, blogging should be a part of our strategy." Roughly half of the blogs are written by CIO staffers and the remainder by external writers.

CIO.com has had blogs in one form or another for approximately five years but recently revamped its editorial strategy to bring greater emphasis to this format.

CIO.com Editor-in-chief **Brian Carlson** said the previous blog section "was very confusing and difficult to navigate. We had staff blogs, contributed blogs, user posts and blogs, all mixed together in a hodge-podge of content and functionality." After installing a simpler interface and easier controls for a more modern, image-focused interface, CIO.com expanded its stable of blog freelancers — adding four bloggers in the last six months alone — to start producing much more "newsy, opinion-based blog material," Carlson said. "We have always felt that while CIO.com has a lot of strengths, blogging was never on the top of our list in terms of core skills. Al Sacco brought on bloggers covering topics we thought would create significant buzz and activity around popular and less traditional coverage than we would normally provide on our site."

CIO.com has about a dozen blogs that are updated at least once a week or up to three times a week; the rest are added to less frequently. Topics cover mobile/wireless, mobile applications, CIO strategy, Microsoft, Apple, IT security, the consumerization of IT, social media and careers, among others. Posts typically run about 500 words.

"The type of content we post in our blogs is very different than what appears on CIO.com in news article and features," Sacco said. "We encourage bloggers to write with a lot of personality and to share their personal opinions and insights." Many of the writers were chosen because they are experts in a specific subject area, "but they're also very opinionated and most of them have a sharp sense of humor," Sacco said. "While some bloggers may frequently cover news-type stories, their personalities and opinions set the posts apart from the straight news analysis that appears on CIO.com."

KEITH SHAW

*Standing left to right: **Al Sacco**, CIO.com senior editor and blogger; **Shane O'Neill**, CIO.com assistant managing editor and blogger; and **Brian Carlson**, CIO.com editorial director and editor-in-chief. Seated: **Kristin Burnham**, CIO.com staff writer and blogger; and **Dan Muse**, CIO.com executive editor. (Ed. Note: CIO.com has a number of external bloggers and additional blog staffers who are not located in the CIO home office in Framingham, Mass., where this photo was taken.)*

Sacco serves as the CIO.com blogs editor, though other CIO writers and editors do some occasional blog editing, as well.

All of the content posted on CIO.com's collection of blogs is original, not recycled from other sites or sources. Sacco added that bloggers will "frequently source other websites or publications and then provide their own opinions on the news or add information or insight."

CIO.com promotes its blogs in a number of ways. Each blogger is encouraged to submit posts to other websites and story aggregators in hopes that those sites will write about the CIO.com posts. "We also all use social media for promotion," he continued. "Twitter, Facebook, LinkedIn and Google+ are all traffic sources for us." All CIO.com blogs also have a set of social-sharing buttons in a column to the left of posts to make it easy for readers to share content.

"Right now, the bloggers only drive a relatively small fraction of our overall traffic, but we're seeing page-view increases every month," Sacco said.

"We couldn't be more happy with how our platform and blog strategy are evolving," Carlson said. "We plan to roll out additions and changes to the platform as we migrate more of the internal writers to the type of blogging we want to associate with the site. We also plan to bring on more freelancers provide better scope and depth to our current offerings."

CIO tries Tumblr

In addition to its collection of blogs, CIO.com also has what CIO magazine Executive Editor **Mitch Betts** called "an experimental Tumblr site" (go to http://cio-online.tumblr.com/). Tumblr is a microblogging platform that allows users to post multimedia and other content to a short-form blog

"I started it in January on a whim," Betts said. The page contains brief teasers to key CIO.com stories "in an attempt to drive traffic to those stories and be a part of the Tumblr community conversation." He noted that "quite a few" media outlets, such as Reuters, Newsweek, Mashable and The Economist have Tumblr pages, "so we joined the bandwagon as an experiment to see what works."

Betts posts several teasers a day. "It's not a classic blog with stand-alone stories or posts. It's more of a social media play in hopes of pointing tech-savvy folks in the Tumblr community to CIO.com stories, much the way our Twitter activity is an effort to drive traffic to the website, too."

While the Tumblr page isn't driving a high volume of traffic to CIO.com, it is, Betts said, "a nice, graphics-rich showcase for many of our stories."

Is your business unit using Tumblr? What results have you seen? Make a note in the Comment box with this article on IDG Central.

For more information on the CIO blogs, contact Al Sacco at asacco@cxo.com. For more on CIO's Tumblr site, write to Mitch Betts at mbetts@cxo.

one on one the interview

Danielle Thorne
The director of online account services at IDG Enterprise is this week's columnist. Reach her at dthorne@idgenterprise.com.

> ***"There are many factors that influence the performance of a lead campaign: how many programs the vendor is running with us at the same time, what types of content they are providing us with and what target demographic they are looking to reach to generate registrations."***

Q What does IDG Enterprise Online Account Services do?

A As part of the Digital Services Group (DSG), this team works directly with external clients (i.e. vendors and advertising agencies) and internal groups like the IDG Enterprise Custom Solutions Group and IDG Strategic Marketing Services group to execute white paper, webcast, virtual event, microsite and direct email campaigns on behalf of our clients. The majority of the campaigns we execute have specific lead generation goals built into the contract including demographic requirements.

Q How's business?

A Business is certainly busy! So far in FY12 we are experiencing double digit growth in total leads generated as compared to the same period in FY11.

Q What kind of campaign management system do you use?

A DSG (which manages the online design and functionality of IDGE's digital properties, innovates new digital branding and lead generation programs and executes all digital sponsorships) partnered with the IDG Technology Solutions Group (the corporate IT department that ensures that all tech aspects for IDG Enterprise employees run smoothly) several years ago to create an in-house platform named PDRS (Product Delivery and Reporting System). This was a huge undertaking that integrates with our in-house Central Registration system, and allows us to track campaign orders, publish campaign content on the various IDG Enterprise brand websites, monitor marketing statistics and create reports for clients summarizing the campaign details.

Q What are a few of the most important email best practices to follow?

A There are many different ways we optimize marketing copy and our promotional strategy to meet the lead generation goals for the hundreds of programs we run each month. Here are some tips:

- Make sure the subject line is concise and catchy. Reference a trendy topic (i.e. security, mobile, etc.) if it applies to the program, ask a question of the reader or quickly tell them what problem they will solve when they read the email.

- Format the email content so that it is scannable using short paragraphs and bullets so that recipients can quickly see the benefits of downloading the content you are sending them.

- Write the email with your target audience in mind. IDG Enterprise markets to a variety of audiences, and sponsors may want to reach a subset of that audience. If we are promoting a vendor-provided white paper that places a significant emphasis on how their solution can help the finance industry, but they would like registrations from other industries as well, we may have to adjust the marketing copy to cast a wider net. This type of optimization happens weekly and sometimes daily over the course of the program.

A benefit to executing a large volume of lead campaigns is the learning we can attach to those efforts. We can base our best-practices on those results. For instance 50% of your email recipients are likely using an inbox that blocks images, so don't use images, or pay close attention to how your emails look with the images blocked. Specific demographic segments of your database will respond better to emails sent on weekends, so analyze clicks and opens from weekends to find the trends specific to your audience. And there are historic patterns to which days are the best to deploy campaigns on, and which to stay away from.

Q What are some of the challenges you face?

A There are many factors that influence the performance of a lead campaign: how many programs the vendor is running with us at the same time, what types of content they are providing us with and what target demographic they are looking to reachs.

In an ideal world we would have three months to run every campaign, which would allow time to test marketing copy, rotate the vendor's assets and work with them in a consultative manner about our findings. However, in today's fast-paced world, the market often demands we execute programs over a much shorter time frame. The other challenge is that sometimes a client may insist on using an asset that we, based on our knowledge of our audience, have advised against. In that case we need to find extra-creative ways to tap into areas of the white paper or webcast that may draw the audience in or find ways to market that asset to a smaller subset of the IDG Enterprise database(s) through trial and error.

The lead generation business is always evolving so the challenges are as well. Long gone are the days when vendors were content with basic business card contact information. They want to ask custom questions on their campaign registration forms, and look to us to nurture/score registrant data based on unique criteria and provide a higher level of customization for each of their programs. Customization includes passing the leads into their CRM systems or providing the registrant data in special Excel templates or other formats. In all cases, IDG Enterprise is a leader in delivering on these requests by constantly developing new products and solutions to meet the demands of the industry head on. WU

iBooks Author

continued from page 1

"Whatever you design using iBooks Author comes across identically in the finished book. It's as close to designing from print as we've been able to come without creating PDFs."

— Serenity Caldwell, associate editor, Macworld

bare minimum needed for ebook construction and are restrictive as to layout and styling, Caldwell said.

The ebook was created from the same master manuscript used to create the cover story for the April issue of Macworld magazine. However, the ebook has a significant amount of additional content in the form of exclusive videos, animations and images not seen elsewhere.

The process of creating the ebook took about a month from preproduction to finished product, Caldwell said. The content was contributed by various members of the Macworld staff including former Staff Editor Alexandra Chang and Executive Editor **Jonathan Seff**, who help comprise the Superguide team; it was designed by Macworld Art Director **Rob Schultz** and copy edited by Managing Editor **Sue Voelkel**, explained Caldwell, who added that this is the typical arrangement for most of the brand's Superguides, "though the added video and animation content was a new challenge for us!"

12 Things Every iPhone and iPad User Should Know is the 36th offering in Macworld's Superguide lineup.

To date, more than 1,000 copies of the ebook, which is priced at $2.99, have been sold. "We've been pleased with the sales of our first iPad-only ebook, and the feedback we've gotten from consumers has been very positive," Seff noted.

"Our books are well-liked by the iBookstore team," added Caldwell. "Every one of them has been featured as New and Notable after their release, and we often get shout-outs from the iBookstore Twitter account, which certainly helps sales. At present, this book sits at number 25 on the top paid chart for Computers & Internet on the iBookstore — behind four other Macworld Superguide titles."

Seff noted that the price of $2.99 represents a balance of a number of factors. "With the great layout and extra features, we didn't want to undervalue the product by charging too little (and because it is iPad-only sales potential is limited by default), but we didn't want to charge so much that people wouldn't give it a try." In the past, Seff noted, they've charged as much as $10.00 for the largest Superguides, and last year they began charging less for smaller books to "give people easier ways to try out our great content."

Macworld

12 Things Every iPhone & iPad User Should Know

Essential Tricks and Techniques for the iPad and iPhone

By Macworld Editors

Macworld's new ebook is 25th on the top paid chart for Computers & Internet on the iBookstore.

For most ebooks, the team uses six products — Pages, BBEdit, Sigil, Calibre, Adobe Acrobat and iTunes Producer — to produce books for all iOS devices, the Kindle and Nook and PDF readers. "Our venture into iBooks Author was an interesting experiment — and it vastly cut down the number of programs we use — but it also eliminates the other formats. If we wanted to publish *12 Things* on any other platforms, we'd have to add those programs in on top of the iBooks Author process," Caldwell said.

"Although the vast majority of our ebooks will be designed for sale on multiple platforms, I do expect that we'll create some more iBooks Author books in the future when they make sense as iPad-only books, both because of the content and the design/multimedia possibilities," Seff added.

Caldwell said they have found the process for getting books accepted to the iBookstore somewhat simpler than that for submitting apps to the App Store.

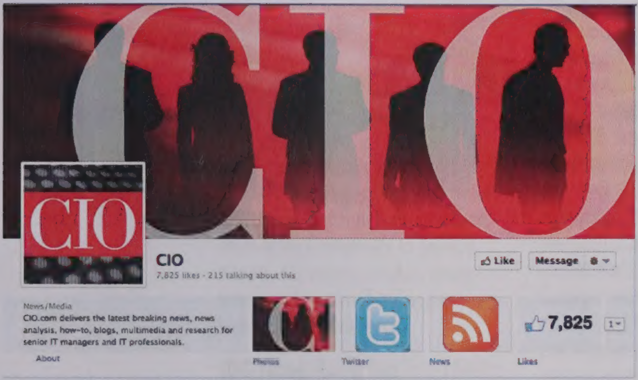
"When we first began submitting to the iBookstore, we had a 14-day wait. Luckily, we've made contacts at Apple that have greatly reduced review time and allowed us to launch many of our books, including our third-generation *iPad Starter Guide*, simultaneously with the launch of the products they focus on. Unlike with the App Store, Apple doesn't review the books for content, only for functionality to ensure the ebooks validates and won't crash someone's device."

For more information, contact Jonathan Seff at jseff@macworld.com or Serenity Caldwell at scaldwell@macworld.com. 12 Things Every iPhone and iPad User Should Know is available at http://idg.me/HxAQx1.

Timeline

continued from page 1

properties. "But during the design process, images that had more of a cross-brand message just didn't work that well for an online image targeted at a consumer-type audience on our Facebook page," said CIO.com Editor-in-chief **Brian Carlson**. "After reviewing samples of other timeline images, and trying several of our own, we found we preferred something crisp and powerful." The page now has CIO in large, white letters superimposed over a bright red background with dark silhouettes of business people.



CIO
7,825 likes · 215 talking about this

News/Media
CIO.com delivers the latest breaking news, news analysis, how-to, blogs, multimedia and research for senior IT managers and IT professionals.

CIO in the U.S. opted for a "crisp and powerful" image.

The staff of ITWorld.com initially thought they'd simply have a general ITWorld-specific banner image in the space and swap it out for newsier images on days when there is a big story to promote. However, they ended up with an evolution-style graphic of a chimp morphing into a prehistoric man sitting at a computer.

"We decided we wanted something that would match some of the playfulness we do on ITworld," said Online News Editor **Josh Fruhlinger**. The graphic is a variation of one used with a recent feature article. The team plans to rotate it with an image of the newsmaker story for at least a few hours while the story is hot.

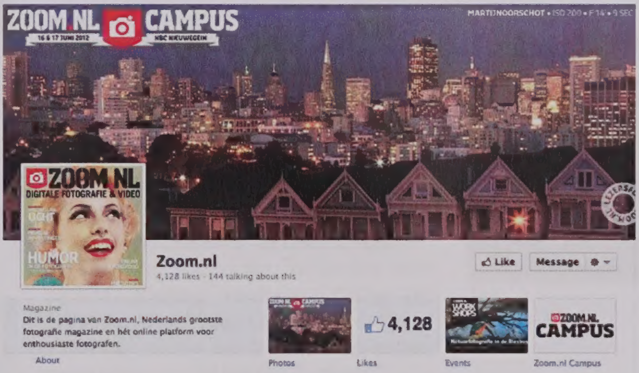
For IDG Netherlands' photography-oriented brand Zoom.nl, "Timeline is a brilliant tool to promote our brand," said Zoom.nl Site Manager **Merijn Contant**. "The cover photo gives our community another stage on which to show their work and a new way to involve readers within the Facebook page."

Zoom.nl activated Timeline a few weeks before the official debut. Each week it invites readers to nominate one of their photos to be considered for the cover photo. Readers do so by linking to one of their photos on Zoom.nl and telling editors, who select the weekly photo, why they think their image is cover-worthy. According to Contant, Timeline has given the Facebook page a boost in terms of traffic, community interaction, discussion and Likes. Over the past few weeks, for example, average daily page views have gone up from 1,000 to 3,500.

IDG Sweden's cover photo is a tag cloud of company-relevant names such as brands, publishing and digital terms and cities. Director of Marketing **Martin Falström** and the company's social media group added posts dating back to IDG Sweden's origins in 1978. Most of the pre-Facebook-era posts focus on the company's product launches over the years and major events in the local and international IT market.

Facebook allows users to edit or delete past posts, but since most IDG brands joined Facebook just in the last year or two, few expect to remove older posts. "Our content is still relevant and relatively fresh," Carlson said. "We think there is value in older posts, and we don't want to hide that." PC Advisor Editor **Matt Egan** said there are no plans to remove any posts, though his team is keeping an open mind. "In general, our principal is once it's up it stays up, for better or for worse. We think we have the best content and the most engaging editors, and Facebook is a peek behind the façade of the brand proper, so it's okay if it is a little loose around the edges."

Carlson said he thinks Timeline presents some good opportunities and a few drawbacks. "From the perspective of publishers and other people who are trying to promote content, the lack of the current wall space does not allow for articles and videos we have posted to be easily accessed and seen in a single view with minimal scrolling," he said. "Facebook tried to offset this for publishers and brand pages by allowing admins to 'pin' and 'highlight' certain articles, which does allow you to feature a particular piece of content over others, which is good for important breaking news."



Zoom.nl
4,128 likes · 144 talking about this

Magazine
Dit is de pagina van Zoom.nl, Nederlands grootste fotografie magazine en hét online platform voor enthousiaste fotografen.

IDG Netherlands' Zoom.nl page has a weekly contest in which members of the Zoom community nominate their images for possible selection as the cover photos.

Egan said he views Timeline as "potentially a whole new medium of publishing. We meet our audience wherever they are, and everyone is on Facebook. It's a challenge to know how we will monetize that, but our job as editors is to deliver an audience, and Timeline gives us the flexibility to treat our Facebook presence as just another outlet for our content." WU

What's your Timeline strategy? What's working/not working for your brand? Add your thoughts to the Comment ox with this article on IDG entral.

Facebook pages and contacts

The pages and contacts for this article are:

PC Advisor
www.facebook.com/PCAdvisor
Matt Egan (matt_egan@idg.co.uk)

ITWorld.com
www.facebook.com/ITworld
Josh Fruhinger (josh_fruhlinger@itworld.com)

CIO
www.facebook.com/CIOfacebook
Brian Carlson (bcarlson@idg.com)

Zoom.nl
www.facebook.com/zoomnl
Merijn Contant (mcontant@IDG.NL)

G Sverige
www.facebook.com/idg-sverige
Martin Faltström (martin.faltstrom@idg.se)

noteworthy people

New employees

Kim

Tae Jin Kim joins **IDC Korea** as a research manager for AP trackers and local syndicated research. He was previously a PC research manager with TriGem Computer, Inc. and holds a B.S. in electronic engineering from Inha University in Inchon, Korea. He enjoys music, drumming and community and charity work. *tjkim@idc.com*

IDC Hong Kong has hired **Felix Cheng** as a software associate market analyst. He has more than three years of experience in analysis, finance, management reporting and marketing sales. A graduate of Monash University, he holds an M.S. in business information systems with a focus on business intelligence and business systems. In his free time he enjoys table tennis, swimming, hiking and collecting stamps. *fcheng@idc.com*

Sionader

New at **IDC Indonesia**'s Jakarta office is PC Market Analyst **Deddie Sionader**. He has a year's experience in academic research and IT market studies. He earned a double degree in econometrics and business statistics and management from Monash University and enjoys watching and playing all types of sports, particularly golf, rugby and soccer. *dsionader@idc.com*

Saraswati

New at **IDC Malaysia** is Marketing and Events Executive **Agita Saraswati**, charged with remotely supporting the IDC Vietnam team with media outreach. She was previously a producer for an Indonesian reality television show and holds a B.A. in mass communication and an M.A. in marketing communications from the London School of Public Relations in Jakarta. *asaraswati@idc.com*

Ho

IDC Malaysia has also hired **Shannen Ho** as an inquiry analyst, Sales. She has worked in advertising supporting sales team for the past five years. A graduate of Indonesia's Tunku Abdul Rahman College with a diploma in commerce and business management, she enjoys reading and watching movies in her free time. *shannenho@idc.com*

Li

Based in Beijing, **Lisa Li** is **IDC China**'s new human resources manager. She has worked as an HR professional for the past 10 years at companies such as FedEx, Crane Co. and LM Wind Power. She holds a B.A. from Beijing Language University and an MBA and enjoys spending her free time with her daughter and traveling. *lli@idc.com*

Hazelton

CXO Media has hired **Mary Hazelton** as an integrated account director for CSO and CFOWorld. She was previously a strategic account director with UBM TechWeb's Light Reading. A graduate of Hamline University in St. Paul, Minn., she holds a B.A. in English literature with a minor in philosophy. Away from the office she enjoys backpacking, travel, cooking and "enjoying the great restaurants of San Francisco." *mhazelton@cxo.com*

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Mary Dolaher named to Expo Elite list

Dolaher

IDG World Expo CEO **Mary Dolaher** is one of 20 executives named to the second annual Expo Elite list by EXPO, an Illinois-based magazine and website for show organizers.

Expo said that these leaders "have taken a fresh approach to doing business. In the face of ever-higher stakes, they have proven that they have the right stuff when it comes to expanding their shows, by using innovative, new ideas to reach the right audience, with the right message, at the right time.

Dolaher was recognized for IDG World Expo's ability to reinvent shows, such as E3 and Macworld, to better adjust to customer and market needs and provide exceptional ROI for exhibitors. "Organizers have be in tune with exhibitor and attendee needs," she said. "Companies are much more savvy and want to justify every penny. We have to be more strategic in how we sell and make sure we hit every single target that people want."

The list of winners is at www.expoweb.com/article/2nd-annual-expo-elite. Write to mdolaher@idgworldexpo.com.

Charles Lee included on Folio: 40 list

Lee

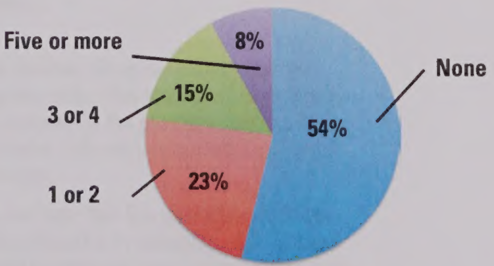
IDG Senior VP, Strategic Marketing Services and Custom Solutions **Charles Lee** was named to this year's Folio: 40, an annual list of the magazine publishing industry's most innovative and accomplished professionals.

"Lee, who first joined IDG in 2005 after a decade at Ziff-Davis Media, has been described as a strategist, creative marketer, tactician and sales pro," noted Folio. "Before the terms 'content marketing,' 'vendor as publisher' and 'brand journalism' began being used in the publishing industry, Lee proposed and helped create microsites for leading IT clients."

To read more, visit http://www.foliomag.com/2012/charles-lee.

Question of the Week results for April 9

How many online courses have you taken for academic or professional credit?



Log on to www.idgcentral.com to vote on this week's question: **What do you think of Facebook's $1 billion purchase of Instagram?**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Val Sanclemente *IDG Enterprise*

26
Judit Fülöp *IDG Hungary*

22
Istvan Biró *IDG Hungary*

20
Christian Christiansen *IDC*
Derek Slater *CXO Media*

18
Fredrik Agrén *IDG Sweden*
Denise Haines *IDC*

16
Cort Isernhagen *IDC Singapore*
Satoshi Yoshida *IDG Japan*

15
Yoshiko Mimura *IDG Japan*

2
Bill Cappel *IDG Consumer & SMB*
Joakim Allwin *IDG Sweden*
Anne McCrory *IDG Enterprise*

11
Ilona Biró *IDG Germany*
Gregory Ireland *IDC*

10
Stephen Sauer *IDG Enterprise*

9
Nobuyuki Sakata *IDC Japan*

8
Gábor Orosz *IDG Hungary*
Michael Fletcher *IDC*

7
István Dervenkár *IDG Hungary*
Endre Kis *IDG Hungary*
Eva Au *IDC Singapore*
Jerome Drevet *IDC France*
Scott Lundstrom *IDC*
Grace Moy-Ng *CXO Media*

Yuvisa Muga *IDC Peru*
Marion Hoisl *IDG Germany*

5
Marta Garcia *IDG Spain*
Adam Dennison *CXO Media*
Joyce Dunnells *CXO Media*
Laura Ames *IDG Connect*

4
Trish Stephen *IDG Australia*
Rohan Pearce *IDG Australia*
Christoph Bosshard *IDG Switzerland*
Jonathan Busse *IDG U.K.*
Thomas Dyer *IDC Canada*
Timothy Gallagher *IDC*

2
Omar Badillo *IDC Chile*
Veronica Hernandez *IDC Mexico*
Martha Vazquez *IDC Mexico*
Luiz Mazetto *Now!Digital Business*
Rafael Rigues *Now!Digital Business*
Casey Talon *IDC*
Armen Brown *IDG Corporate Services Group*
Sandy Pang *IDG Enterprise*
Christopher Lee *IDG World Expo*

1
Bronwyn Harrison *IDG Australia*
Kathy Pan *IDC China*
Will Eke *IDG U.K.*
Cagri Baydil *IDC*
Joseph DeCristofaro *IDC*
Melissa O'Brien *IDC*
Alex Pierce *IDG Enterprise*
Ryan Friedman *IDG Global Solutions*
Sonja Kosman *IDG Tech Network*
Cody Widdes *IDG Tech Network*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Employees invited to join IDG team for J.P. Morgan Corporate Challenge

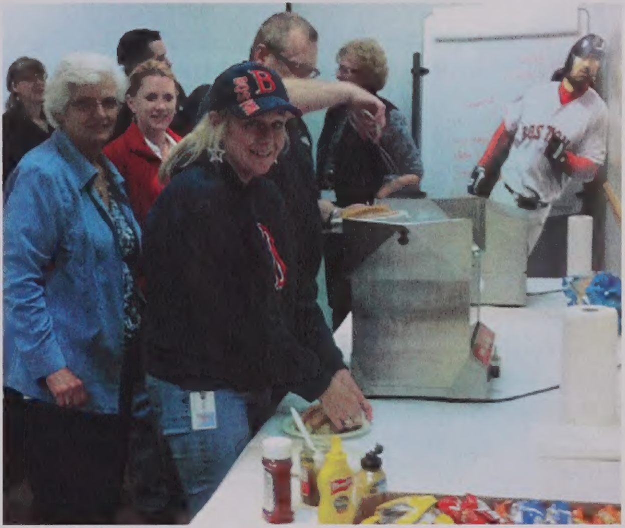
Once again Framingham- and Boston-based IDG and IDC employees are teaming up to run in the annual J.P. Morgan Corporate Challenge, a 3.5-mile through downtown Boston. This year's race takes place on Thursday, July 12, beginning at 7:15 p.m. on the Boston Common.

To participate in the Corporate Challenge, you must run as a member of a team. Registration is now open, and you can click on http://idg.me/IFtrAs to join the IDG team. The cost is $45 per person. Proceeds from the race series benefit a variety of not-for-profit and charitable organizations in the cities in which the races are held. This year's local beneficiaries are the Emerald Necklace Conservancy and Horizons for Homeless Children.

An post-race party for employees is being planned at a downtown location — more information will follow.

The event generally sells out quickly so if you're planning to run, don't wait. Please contact team captain **Bryan Rusciano**, (brusciano@idgworldexpo.com) senior operations manager, IDG World Expo, if you have any questions.

Play ball!



***Janet Ward**, payroll administrator, **Bridget McGuire**, benefits administrator, and **Colleen Boucher**, HRIS analyst.*

Employees at IDG's Corporate Services Group in Framingham celebrated the Red Sox' opening day earlier this month with their eighth annual Red Sox Fever Day. Sponsored by the group's Corporate Action Council (CAC), the event featured a ballpark lunch of hot dogs, chips, peanuts and ice cream sandwiches.

Everyone was encouraged to don their Red Sox gear and contribute to the month-long Socks for Sox initiative by donating a pair of socks during the lunch. Employees did much better than the hometown team they were cheering on, noted Senior Credit Analyst **John Robison**, who served as CAC team captain for the event and collected more than 30 pairs of socks that will be donated to a local charity (projectjustbecause.org) at the end of the month. The Red Sox lost all three games in the opening series to the Detroit Tigers. WU

profile

unsung hero

*ITWorld Canada President and Group Publisher **Fawn Annan** recommended **Ankoo Batra** as her group's Unsung Hero, saying, "Ankoo became — and remains — our anchor for client-facing initiatives, ensuring campaigns run smoothly, appear seamless from the clients' perspectives and that results build loyal customers. She accomplishes all of this with a bright, white smile, tempering the stress as multiple deadlines are accomplished with a small amount of resources."*

Name
Ankoo Batra

Home
Toronto, Canada

Tenure
I joined IT World Canada in 2004.

Current title
Manager, Project Management Office (PMO). PMO is a department that defines and maintains the standards of process, generally related to project management, within the organization. My job includes not only managing projects for ITWC but also managing the whole project portfolio. I joined ITWorld Canada as a sales coordinator and moved my way up the ladder to managing PMO. It continues to be a very rewarding work experience.

Primary job responsibilities
Manage PMO's key activities, encompassing program planning, resource allocation, team building, facilitating logistics and final delivery. Ensure all projects administered by the PMO adhere to the best practices and agreed-upon processes and protocols. I also directly manage complex media campaigns interfacing multiple departments and deliverables.

Three things I do in a day's work

- Read and send emails, lots of them.
- Frequently on the floor, moving amongst the team, listening to what is taking place and offering solutions wherever possible.
- Meetings with internal and external stakeholders.

What I love most about my job
At my core, I am a project manager. That's how I tend to identify myself. What I love about project management is that it has given me a way to view the world, to keep it simple, break it into small work packages, and it's shown me how to define, measure and keep things on track. I enjoy working with people, and it empowers me to bring out the best in everyone, including me.

*Manager, Project Management Office **Ankoo Batra** is ITWorld Canada's "anchor for client-facing initiatives."*

A hot-button issue I'm dealing with these days
Documentation and sign-off. Both are time-consuming and may seem unnecessary at times, but they are essential for a project's success.

Latest accomplishment
Developed new format of portfolio reports that helped to identify and fix problems early, as well as communicate the value that PMO brings to the company.

Biggest challenge
Repeated change requests from clients!

Career highlight
Successful launch of Project Management Office and its company-wide implementation.

What you're doing to be a better employee
I try to meet everyone with a smile, bring fun, good humor and spread positive energy around.

Interests outside the office
I enjoy yoga, nature walks, music and traveling. Cooking is a big stressbuster for me. I love to spend time in the kitchen mastering my culinary skills.

What others can't tell just by looking at me
Hmmm... not sure, I am a very open person.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Fawn Annan	*IT World Canada*
Ankoo Batra	*IT World Canada*
Serenity Caldwell	*Macworld*
Brian Carlson	*CIO*
Michele Chase	*IDG*
Merijn Contant	*IDG Netherlands*
Matt Egan	*PC Advisor*
Josh Fruhlinger	*ITWorld.com*
Martin Faltström	*IDG Sweden*
Lynn Holmlund	*IDG Enterprise*
Carolyn Rauch	*IDG World Expo*
John Robison	*IDG*
Bryan Rusciano	*IDG World Expo*
Al Sacco	*CIO*
Jonathan Seff	*Macworld*
Danielle Thorne	*IDG Enterprise*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

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IDG WorldUpdate

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VOLUME 42, NUMBER 16

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WWW.IDGCENTRAL.COM

IDG Netherlands launches SHUTR as follow-on to ZOOM.nl

Magazine targets photography professionals who have outgrown ZOOM.nl

A sharp focus on its editorial mission has been both a blessing and a curse for the team responsible for ZOOM.nl — IDG Netherlands' very successful 9-year-old photography publication.

ALEXANDRA DE KUIPER

Key members of the SHUTR team include (l-r): ***Aico Turba****, art director;* ***Patrick Vernack****, publisher Consumer Media;* ***Robert Theunissen****, editor-in-chief; and* ***Boudewijn Muijser****, brand manager.*

"ZOOM.nl is a very strong brand because it has a very clear editorial focus on its mission to aid amateur photographers in developing their photography skills," noted **Patrick Vernack**, publisher, Consumer Media. "However, a very obvious downside of this focus is the relatively short life cycle of an average subscription, which is about four years," he added.

Vernack said he and his colleagues have been exploring strategic options to manage the drop-off of ZOOM.nl subscribers. Early on they considered and rejected the idea of expanding their editorial scope to serve the more advanced photographers they were helping to develop. "We knew that would hurt our unique editorial proposition which has helped us achieve our strong market position and almost unbeatable competitive edge," he said. And the team briefly contemplated acquiring an existing publication targeting the "next level" of photographers but ultimately decided to launch its own quarterly magazine.

continued on page 5

IDG training program lets employees hone management skills

Inside this issue

One on one: IDC SVP/Executive and Go-to-Market Programs Clare Gillan *page 3*

Argentine licensee's products target C-level community *page 4*

Business units asked to use country identifier for app names *page 4*

Unsung hero: Network World's Melissa Andersen *page 8*

Nineteen employees converged at the Babson Executive Conference Center in Wellesley, Mass., for this month's three-day IDG Management Excellence Program (MEP). Featuring a variety of internal and external speakers, the program is designed to give participants an opportunity to explore core management and leadership skills as well as some of the challenges that confront IDG's leaders in today's business environment.

> ***"MEP gave me a unique opportunity to step outside my usual role as head of development and look at myself as a manager. Combine that with the chance to learn from my U.S.-based colleagues and inspiring senior IDG managers and you have the recipe for three valuable days with lots of takeaways."***
> ***— Lars Jacobsen, head of development at IDG Denmark***

Hosted by **Alana Dros**, trainer, IDG Training and Development; **Kate Coldwell**, VP, Human Resources, IDG Consumer & SMB; and **Carolyn Yanuskiewicz**, coordinator, Training and Development, the program featured a mix of experts who led a variety of interactive sessions.

The program got under way with a full day of Motivation Factor workshops led by Julie Lynch from Uncommon Consulting. Smaller group activities were facilitated by Motivation Factor-certified HR staff including Dros, Coldwell, **Piper Sheer**, SVP IDG Corporate Human Resources; **Debbie Bernardi**, IDC VP Human

continued on page 2

MEP

continued from page 1

*Back row (l-r): **Colin Browning**, director, Social Media Services, IDG Strategic Marketing Services; **Vince Banks**, VP, media strategy & development, IDG Tech Network; **Wayne Hetherington**, IT services manager, IDC; **Will Stofega**, program director, Mobile Device Technology and Trends, IDC; **Rob Weber**, associate VP, Manufacturing Insights, IDC; **Jessica Nilsson**, HR manager, IDG Sweden; **Leah Barton**, HR manager, IDC; **Lars Jacobsen**, head of development, IDG Denmark; **Kim Knickle**, practice director, Manufacturing Insights, IDC; **Mo Barrett**, senior director, program management, IDG SMS; **Keith Kmetz**, program VP, IDC; **Galen Gruman**, executive editor, InfoWorld; **Simon Salamon**, group VP, Industry Sales, IDC; **Chris Picanso**, VP, GMS Engagement, IDC; **Tony Leung**, lab manager, PCWorld; **Per Melker**, senior director of sales, IDG Enterprise. Front (l-r): **Lidice Fernandez**, director, Worldwide Enterprise Trackers, IDC; **Karen Wilde**, national director, program development, IDGE; **Flint Pulskamp**, research director, Communications Semiconductors, IDC.*

Resources and Education; and **Laurie Butson**, director, IDG Training and Development.

"The Motivation Factor presentations and workshops led by the HR team framed things not in terms of 'know what type you are so you can understand other people are of other types and not impose your type on them' — the Meyers-Briggs approach that has been in fashion for more than a decade — but as 'figure out what you care about and what bugs you, then see how those things affect how you work with others, recognizing that they have different things that they care about and that bug them," explained **Galen Gruman**, executive editor of InfoWorld and a participant in the program. "With this approach, you get away from simply labeling people like 'oh, she's an x, so I have to live with it' and move toward 'Let's figure out where our motivations and dislikes work well together and where they cause friction.' It's a behavioral approach I really thought was eye-opening and shed new light on workplace people issues," Gruman said.

The second day included an employee relations case study and a session called Management and Legal Risk, presented by employment attorney, Dave Wilson of Hirsch Roberts Weinstein LLP. Participants also heard from IDG News Service Editor-in-chief **Elizabeth Heichler**, who discussed Coaching Stars and Managing Performance. The final session of the day was a panel discussion with three MEP alumnae: **Christine McKay**, sales operations manager, IDG Enterprise; **Matt Goebel**, executive producer, Digital Solution Group, IDG Enterprise; and **Brien Henderson**, group VP, worldwide sales, IDC Insights.

The third day featured IDC SVP, General Manager Worldwide Sales **Brad Thorpe**, who led a session called Managing through Change, which was followed by a session on Situational Leadership, presented by Dros. The day ended with a Leadership Panel Discussion featuring **Brian Gleason**, chief revenue officer, IDG TechNetwork; **Pam Stenson**, SVP/general manager, CIO Executive Council; and IDC SVP Executive and Go-to-Market Programs **Clare Gillan**.

"The MEP program was one of the best trainings I have ever attended," said **Lidice Fernandez**, director, IDC Worldwide Enterprise Trackers. "The tools, along with the opportunity to share and hear experiences from people who are part of the same corporate culture, was very enriching. I believe this is the first time I have been able to apply all the topics from a training program the first week after returning to the office."

On the final day, each participant's manager was invited to attend a lunch honoring the MEP graduates. "We had six guest managers attend," said Dros, "and participants whose managers could not attend received a personal note of congratulations. It was a very special luncheon."

"The MEP gave me a unique opportunity to step outside my usual role as head of development and look at myself as a manager," said **Lars Jacobsen**, head of development at IDG Denmark. "Combine that with the chance to learn from my U.S.-based colleagues and inspiring senior IDG managers and you have the recipe for three valuable days with lots of takeaways. The team behind MEP should also be praised for this year's program; they kept the discussion relevant and came up with some great external and internal speakers."

Contact Alana Dros at alana_dros@idg.com. WU

the interview

one on one

Clare Gillan
IDC's SVP/Executive & Go-to-Market Programs is this week's columnist. Reach her at cgillan@idc.com.

This column focuses on how IDC empowers marketing and sales executives with operational advice and programs. However, Clare Gillan leads a collection of teams that serve a variety of roles within the ICT industry:

The **Executive Advisory Group** supports the planning needs of Marketing and Sales Executives.

The **Go-to-Market Services** team builds programs for these same executives.

The **TechInvestor** team serves the research needs of buy-side portfolio managers.

The **Investor Research Services** team provides research to sell-side firms and venture capitalists.

The **IT Advisory Tools** team helps end users benchmark vendor pricing and negotiate strong agreements.

The **Global IT Advisor** team provides account support for the IT Executive Programs (an IDC Insights and IDG CIO Executive Council collaboration).

The **Global Access** team provides account support for IT vendors and management consultants.

Gillan also oversees IDC corporate communications.

See page 7 for additional employees to contact regarding IDC programs for marketing and sales executives.

Q How does IDC support ICT marketing and sales executives specifically?

A IDC supports marketing and sales executives with a broad range of research and tools that can be found across our company. However, IDC has two teams specifically dedicated to supporting the needs of marketing and sales executives from planning to programs. Our Executive Advisory Group (EAG) works closely with CMOs, sales leaders and their most senior operations executives to help them plan investments, optimize organizational structures and apply best practices across many areas. Over the past 10 years this team has built a marketing and sales investment database that contains highly confidential information from vendors that capture nearly 50% of ICT industry revenue. We then aggregate data according to a specific business scenario to build customized benchmarks for specific clients. A second EAG foundational element is our client "board meetings." Three times per year we organize one- or two-day face-to-face meetings with marketing executives and separately with sales executives. The goal is to facilitate peer sharing, discuss best practices research we conduct on their behalf and determine priority information needs.

Our Go-to-Market Services (GMS) team is more focused on building IDC-branded marketing and sales programs based upon analyst content. We blend repurposed and custom content into a wide range of deliverables including video clips, multimedia tools and social media programs accessible from the latest mobile platforms. We also support more traditional formats including documents of any length and analyst participation in face-to-face events. This team is global, with experts in each region to support local programs and contribute to globally coordinated programs. Many GMS-supported campaigns are delivered in collaboration with various IDG business units including IDG Global Solutions, IDG Strategic Marketing Services, IDG Enterprise, IDG TechNetwork and IDG Connect.

Q Where do ICT marketing and sales executives need the most need help?

A Sales and marketing teams within the information and communications industry are under tremendous pressure to do more with less (sound familiar?). Since the crash in 2009 we have seen a steady decline in marketing and sales investment as a percentage of revenue. The challenge to do more with less is not new. Marketing and sales executives have been instituting operational excellence in support of increased productivity with measureable results for the past 10 years. While many still grapple with which metrics to follow on marketing and sales dashboards and how to better align marketing and sales, we have seen (and supported) great progress. Some of today's top issues include: delivering value at each point of engagement with more empowered buyers; continuing to reduce the waste at the intersection of marketing and sales; better enabling the entire go-to-market chain (i.e., marketing, sales and channel); global campaign management; and building the right coverage models for the best opportunities to support overall business goals.

Q Can you provide some examples of how these teams have helped clients?

A We have so many great examples to share! Our clients value their relationships with these teams because they can count on three things: 1) an excellent engagement experience 2) reliable forward-looking guidance 3) high-value tools and deliverables. It is not unusual for an EAG client to move into a new CMO or senior sales operations position with a mandate to transform the organization and achieve a new level of efficiency. These executives are never allowed much time to show results. CMO average tenure is often reported to be 23 months — or less. Much of this turnover is due to impatience or unrealistic expectations. It is very common for our clients to call us to serve as a trusted advisor and independent source of investment, organizational, and best practices guidance upon landing a new job or moving into a new organization, often through acquisition.

For instance, at the recent IDG Marketing Summit co-hosted by IDC and IDG, CMO panelist Heidi Melin announced that she planned to become an EAG client for a fourth time once Oracle's acquisition of her company Taleo is complete. The marketing and sales issues we support span top-down organizational guidance to talent development and more program-specific guidance. For instance, many of our clients struggle with this common question: Does social media warrant its own role in marketing separate from, for example, marketing communications, or should social media strategy, execution and analysis be woven into existing functions? Through our research and board meetings paired with the expertise of our team members we are able to track and advise on program vs. people spend related to social media and advise on social media roles and placement.

The GMS team picks up where EAG leaves off and builds IDC-branded marketing and sales assets and

continued on page 7

partner profile

Argentine licensee's products target C-level community

> *"IDG initiatives and information allow our business leaders to stay ahead of trends while sharing professional experiences."*
> *— Oscar Schmitz, executive director, CXO Community SRL*

IDG's Argentine licensee, CXO Community SRL, has had a formal content partnership with IDG since 2010. It began operations in 2008 with the aim of building a professional network "to improve and strengthen CIO, CTO and CSO careers, integrate their business visions and share information, expertise and best practices," said Executive Director **Oscar Schmitz**.

Schmitz

IDG content, largely from CIO and CSO, is used in CXO Community SRL's quarterly print and digital magazine, CXO Community, and its website (www.cxo-community.com).

Besides the quarterly 50-page publication and website, CXO Community SRL also offers newsletters and maintains a presence on LinkedIn, Facebook, Twitter, YouTube and Slideshare. This "multiplier effect" makes CXO Community "more extensive and comprehensive," he said.

CXO community
LOS RIESGOS EN LA PERIFERIA
BLUETOOTH LA AMENAZA AZUL
¿SU EMPRESA ESTÁ SEGURA?
Las empresas no pueden estar ajenas a las vulnerabilidades y amenazas de seguridad

CXO Community SRL also offers a series of monthly executive seminars now in its fifth year — running from March through the end of the year. Among the coming topics to be discussed are Identity Management in the Digital Age, Technologies for National and Public Safety, Business Continuity and Crisis Management and Cybercrime and Cyberterrorism. Schmitz said the seminars draw between 100 to 250 attendees.

Schmitz said that CXO Community aims to provide its professional and academic members with "the information necessary to generate business value for the CIO and CSO. CXO Community facilitates the careers of CIOs and CSOs, and they know they will receive unconditional support from our community."

Diego

"IDG initiatives and information allow our business leaders to stay ahead of trends while sharing professional experiences," Schmitz said. "The content sharing, research and market analysis provided by IDG give our CIOs and CSOs the business-context information they need to achieve their career goals."

Due to its focus on CIOs, CTOs and CSOs, Schmitz said CXO Community has no direct competitor in the Argentine market.

Before becoming an IDG partner, CXO Community SRL had worked with IDG's Miami-based Hispanic American Publishing Group, headed by President **Trino Ramos**, on content creation and cross marketing, according to **Jim Sullivan**, VP, Licensing, IDG International Publishing Services. "After Trino had good experiences with them he thought they'd make a good partner in that country, and we signed them up," Sullivan said.

Schmitz runs CXO Community SRL with Editorial Director **Claudia Diego**, a full-time staff of three and a stable of freelancers.

Contact Oscar Schmitz at oschmitz@cxo-community.com. WU

Business units asked to use country identifier for mobile app names

With the rapidly rising number of mobile apps available to consumers, it's increasingly important to attach a precise name to the app so consumers know exactly what they are downloading.

A search for "Macworld" in the iTunes App Store, for example, turns up multiple results. Some apps include country origin or language (e.g., "MacWorld. (Dutch)"), but others do not. This has led to some unfortunate customer service issues, such as Macworld U.S. getting calls from U.S. customers who bought a digital issue of Macworld only to find out it was in a language other than English.

"A clear app-naming convention that we can all agree to will help all of IDG's business units and our customers," said IDG Consumer & SMB VP, Mobile Products **Ulla McGee**.

Markus Schwerdtel, director, Mobile Content & Applications for IDG Entertainment in Germany, agreed. Through IDG Central's Mobile Hub community group, he suggested the newly adopted convention that all business units list the country of origin in parenthesis after the name of the app, i.e., "Macworld Daily Reader (U.S.)" or "Techfish (U.K.)."

Country identifiers should be used with all new app submissions and appended to current apps, as well. IDG Consumer & SMB's Product Manager/Mobile **Thomas Alexander** recently added "(U.S.)" after "PCWorld Daily" in the App Store.

Write to Thomas Alexander at talexander@idgcsmb.com with questions or comments.

SHUTR

continued from page 1

> *"Where ZOOM.nl is very instructive on a how-to level using images produced by the community, SHUTR Fotomagazine spotlights extensive portfolios from a variety of experienced and (amateurs turned) professional photographers who already ve their own signature style."*
>
> *— Patrick Vernack, publisher, Consumer Media, IDG Netherlands*

Vernack noted that IDG Netherlands has a unique marketing asset none of its competitors can access: its database of former subscribers to ZOOM.nl. "This yearly drop-off of amateur photography enthusiasts who have grown to a higher level of proficiency and no longer need to read about diaphragms, shutter speeds, ISO and filters are now looking for inspiration and to learn more about the experiences of their photographer peers," he said.

ZOOM.nl Editor-in-chief **Robert Theunissen** serves in the same capacity for SHUTR and oversees a freelance editorial manager who himself works with a freelance editorial team and will be responsible for producing the content of SHUTR. IDG Netherlands Art Director **Aico Turba** handles the artwork and layout of the magazine and Brand Manager **Boudewijn Muijser** handles all the marketing tasks.

SHUTR
FOTOMAGAZINE
196 PAGINAS INSPIRATIE
NIEUW! 9,95
HOT OVER DE GRENS
SHUTR
FOTOMAGAZINE
196 PAGINAS INSPIRATIE
NIEUW! 9,95
CRÈME DE LA CRÈME

The launch issue (above left) of SHUTR appeared in December 2011. Approximately 100 of its nearly 200 pages feature photo portfolios of successful professional photographers. The second issue was published this month.

While Vernack said the plan is to develop an active online community for SHUTR, the decision was made to establish a basic product and brand value by publishing the first few issues and "making a strong — and very visible — statement about our ambitions and intentions. We want it to be obvious that the SHUTR community is for a certain category of ambitious photographers with a certain set of skills." Vernack said a website will likely be launched in the third quarter of this fiscal year.

In terms of content, SHUTR will pick up where ZOOM.nl leaves off. "Where ZOOM.nl is very instructive on a how-to level using images produced by the community, SHUTR Fotomagazine spotlights extensive portfolios from a variety of experienced and (amateurs turned) professional photographers who already have their own signature style," Vernack explained. These portfolios are accompanied by short interviews with the photographers that explain more about the inspiration, motivation and insights that have helped them grow professionally. In addition, the publication includes exposition calendars, interviews with photographers on specific topics like wildlife photography and articles on trends and developments like the use of Hipstamatic photography by professionals and the return to analog photography in the first issue.

While the two publications will target some advertisers in common, Vernack said they expect to attract more high-end camera and peripherals vendors to SHUTR and will explore new markets such as photo galleries and museums.

"SHUTR is being published on the basis of our 'just try it' approach, quite similar to our iPhone Magazine, one of our big successes of the last two years," he said. "Its page volume, design and uniqueness have allowed us to use a premium pricing strategy — 9.95 euros (US$13.00) per issue. At this point, we can say that SHUTR has performed according to expectations and we will continue it as a quarterly."

And while most of the company's launches are almost entirely dependent on newsstand sales from the start, with SHUTR it was able to market to scores of former ZOOM.nl subscribers. Approximately 10% of single-copy buyers have been converted to subscribers and Vernack said he expects that percentage to substantially increase in the coming months.

For more information, contact Patrick Vernack at pvernack@idg.nl.

what's on central

IDG Central (www.idgcentral.com) is a global resource for employees of IDG, IDC and licensees. The intranet contains all the content from IDG World Update as well useful information and resources such as "In the News."

A selected roundup of IDG press mentions, IT media and tech industry news, "In the News" begins as a feature on the home page. The collection is updated daily and draws from the general and business press; IT, marketing and public relations media outlets, bloggers and more.

Recent headlines include: "Online Advertising Hits $31.7 Billion in 2011," "Google's Brand Initiatives Bring Offline Metrics To Online Ads," Nielsen Strengthens Online Campaign Ratings For Ads," and "5 Leadership Roles for a 'Digital First' Strategy."

noteworthy people

Promotions

Rogol

IDG Consumer & SMB Senior Sales Director **Gabe Rogol** has been promoted to VP, Sales and Marketing. "Gabe possesses one of the most gifted sales minds I have ever been exposed to," said **Mike Kisseberth**, president and CEO, IDG Consumer & SMB. "I am excited to have him driving our sales organization forward. He is the perfect choice to lead the team and grow our business." *grogol@idgcsmb.com*

New employees

Tung

New at **IDC Malaysia**'s Kuala Lumpur office is Associate Market Analyst, Software **Sharon Tung**. She previously worked in the events and marketing department of CIMB Bank Berhad and holds an M.A. in applied finance from Australia's University of Newcastle and a B.A. in psychology from Bemidji (Minn.) State University. In her free time she enjoys hiking, swimming and going to the beach. *stung@idc.com*

Lim

Previously a social media research analyst with Brandtology, **Valerie Lim** joins **IDC Malaysia** in Kuala Lumpur as an associate market analyst, Peripherals. She holds a B.S. in psychology from Malaysia's HELP University and enjoys badminton, movies and reading. *vlim@idc.com*

Gan

New at **IDC Singapore** is Account Executive, Sales **Ching Ching Gan**. She previously worked in client services with the Corporate Executive Board; before that she was with L'Oreal Singapore's consumer and marketing department. She graduated from Singapore Management University with a B.S. in economics and enjoys yoga, outdoor sports and reading. *ccgan@idc.com*

Wise

Previously head of strategy with Telecom New Zealand's Wholesale division, **Peter Wise** joins **IDC New Zealand** in Auckland as senior research manager, Telecommunications. A chartered accountant, he also holds a B.A. in pure mathematics from the U.K.'s University of Warwick. *pwise@idc.com*

Stires

Craig Stires joins **IDC Singapore** as research director, Business Analytics and Channels. He has more than 15 years of IT industry experience in the region with his own software firm, Asia Xero, and as manager of business intelligence solutions with SAS Asia Pacific. A graduate of North Carolina State University's College of Engineering, he holds a degree in computer science. He spends much of his free time underwater, free diving and scuba diving and occasionally teaching both. He also enjoy motorcycling. *cstires@idc.com*

Returning employees

Sharon Cheng returns to her role at **IDC Malaysia**'s Kuala Lumpur office as Peripherals market analyst. She was most recently a marketing executive with Polygym Marketing and holds a degree in business management and marketing from the U.K.'s Northumbria University. Away from the office she enjoys jogging, music and singing. *scheng@idc.com*

Elina Yrjölä to serve as Finnish partner Talentum's IDG liaison

Yrjölä

IDG's publishing partner in Finland, Talentum, has named **Elina Yrjölä** as IDG's new liaison, effectively serving as country manager. For the past three years she has been director of Talentum's magazine business in Finland and continues her role while replacing Antti Oksanen as IDG's liaison. Earlier this month Oksanen moved on to serve as COO for the American Chamber of Commerce in Finland.

Prior to her current role, Yrjölä worked as managing director and editor-in-chief of Mediuutiset, a news weekly for health care professionals, co-owned by Talentum and the Swedish company Bonnier.

Yrjölä said her new opportunity is "extremely inspiring! IDG's partnership has provided Talentum with great business ideas and useful benchmarking over the years."

Yrjölä studied journalism at Tampere University, where she earned a M.Soc.Sc degree. Outside the office, Yrjölä enjous dance, culture and some occasional "couch potatoing."

Talentum, based in Helsinki, is IDG's longest-serving licensee, having collaborated with IDG since 1982. On the IT side, Talentum produces online and print editions of CIO, MikroPC, Tietovikko and Uratie.fi, an IT and engineering recruitment site. It an also operates IDG Connect, a local online ad network. *elina.yrjola@talentum.fi*

Contributions welcome

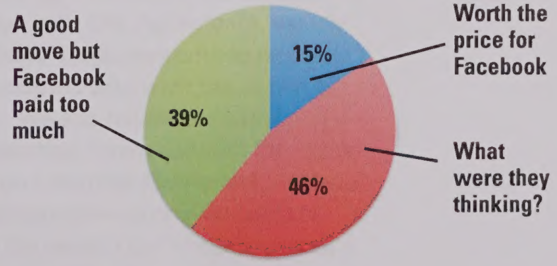
All business units may send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements.

In addition, the IDG World Update editors depend on employees to let them know about interesting projects, accomplishments and story ideas.

Send basic details to world_update@idg.com and the editors will follow up.

Question of the Week results for April 16

What do you think of Facebook's $1 billion purchase of Instagram?



Log on to www.idgcentral.com to vote on this week's question:
How many playlists do you have on your main music device?

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Penny Winn *IDG Int'l Publishing Services*

20

Kimberly Brinson *IDG Consumer & SMB*

16

David Daoud *IDC*

14

Henrik Almén *IDG Sweden*

13

Curtis Price *IDC*
Peter Short *IDC*

12

Lisa Esseen *IDG Sweden*

11

[illegible]ott Ellison *IDC*

10

Kevin Brodie *IDC*
Mitsuyuki Tachihara *IDC Japan*

9

Lisa Borthwick *IDG Global Solutions EMEA*

8

Melissa Bambauer *IDC*
Luciano Crippa *IDC Brazil*
Jacky Wan *IDC China*

7

Jakub Stolarski *IDC*
Carolina Hernando *IDG Spain*

6

Katie Layng *Network World*
Mark Hattersley *IDG U.K.*
Kyung-Mi Hwang *IDC Korea*

5

Mukesh Dialani *IDC*

4

Dorthe Meyhoff Jensen *IDC Nordic/Denmark*
John Delaney *IDC U.K.*

2

Pam Carlson *IDG Enterprise*
Nira Colonero *IDG Research Services*

1

Nori Richens *IT World Canada*
Shamin Ramjit *IT World Canada*
Edward Qualtrough *IDG U.K.*
Lex Friedman *IDG Consumer & SMB*
Aubrey Lim *IDC Malaysia*
Justin Lim *IDC Malaysia*
Cassandra Nunis *IDC Malaysia*
Suzanne Tai *IDC Malaysia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to share what's happening at your business unit.

Any employee can send in a a quick snapshot of a "little slice of life" at the office, an image from an event, a staff meeting or anything that strikes you as being an interesting or unusual photo to share.

Send the photo with a short description to idgcentral@idg.com.

NOTE: regarding the p. 3 column at right: In addition to Clare Gil[illegible]an, for more information on IDC's work with marketing and sales executives contact **Michael Gerard**, VP/Executive Advisory Group, mgerard@idc.com, **Richard Vancil**, Group VP/Executive Advisory Strategies, rvancil@idc.com, or **Laura Nurzynski**, Group VP/Go-to-Market Services, lnurzynski@idc.com.

One on one

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programs for clients. A strong GMS example is our work with SAP over the past five years. We enjoy this relationship because SAP values innovation, and whatever SAP decides to do with us we inevitably expand the program to 13 countries or more enabling us to leverage our global network of analysts and capabilities. Many of the projects also leverage IDC's unique industry strength. Working in collaboration with our Insights business units, not only can we translate and localize content by country but we localize by industry as well, speaking in the language of that industry as well as addressing specific industry priorities and solutions.

Q **How is the work performed by IDC's Executive Advisory Group and Go-to-Market Services good for IDG?**

A First, it's not just our clients who benefit from understanding investment and best practices trends within marketing and sales. While no one outside of the immediate team of EAG analysts has access to the confidential individual company data, the aggregated trends we release are helpful to IDG planning as well as client planning.

We also have many exciting collaborative projects and ongoing partnerships with our sister business units that help deepen client relationships and drive revenue for IDG overall. For instance, we collaborate with IDG Enterprise on the IDG Marketing Summit, now in its seventh year. At this dinner, typically held in March in California's Bay Area, we bring together nearly 100 senior marketing executives for networking and industry discussion. This is a great opportunity for IDC and IDG executives to deepen relationships with the key client executives as well as demonstrate the strength of IDG business units working together.

We have ongoing partnerships with IDG Connect, IDG Enterprise and Tech Network where IDC embeds lead generation provided by these business units into IDC client marketing programs. In turn, we also provide IDC content to support campaigns developed by these business unit as well as Strategic Marketing Services.

IDC has a significant events business outside of the U.S. However, within the U.S., where the events market is very well served, we made a strategic decision a few years ago to host events in collaboration with IDG. For instance, we rely on IDG Enterprise (specifically Computerworld) to produce custom events for IDC customers who want this as part of the work we do for them. We also collaborate with IDG Enterprise on the Cloud Leadership Forum and with IDG World Expo and IDG Enterprise on Enterprise MobileNext. We have additional examples of collaborative accomplishments in various countries around the world. I can't help but quote a former IDG executive to sum up the power of these various collaborations: "Apart we frighten one another, together we frighten the competition."

profile

unsung hero

Network World Editor-in-chief ***John Dix*** *named* ***Melissa Andersen*** *his group's Unsung Hero, saying, "Melissa has caught every curve ball we've thrown at her as a Web producer at Network World, handling with aplomb jobs big and small and always being open to new challenges."*

Name
Melissa Andersen

Home
Framingham, Mass.

Tenure
I joined IDG in January 2011.

Title
Web editor/producer

Primary job responsibilities
I copy edit and post staff stories and slideshows on the Network World website. I also lay out and proof content for the biweekly print version of the magazine.

Three things I do in a day's work
In addition to editing and posting staff stories, I focus my attention on improving our readers' experience. I search out ways to help readers find the information they're looking for as well as promote related stories that will be of interest to them. I do this by adding relevant links and keywords, which helps to improve SEO. I also monitor what comes in from IDG News Service and our sister sites for articles I can post to Network World that will appeal to our readers, so that they have streamlined access to information from all of our sources.

What I love most about my job
It may sound funny, but I absolutely love and take a lot of pride in being a copy editor. Diagramming a sentence is as satisfying to me as balancing an equation is to a mathematician. People only think of copy editors when they see errors in a publication, but our purpose really is to facilitate clear communication. In fact, if you don't notice us, it's the biggest compliment. It means we're doing my job well. So thank you for the "unsung" part of this "unsung hero" designation.

A hot-button issue I'm dealing with on the job
All of us in the online news business are at the mercy of the almighty search engine. We are always looking for new ways to get more Google News attention.

Career highlight
In April I'll be attending a conference in New Orleans for the American Copy Editors Society, a career-building opportunity I am really looking forward to. And I just feel very privileged to have a job that I love and where, as an added bonus, I daily get to learn about new technology and be part of a great team.

Network World Web Editor/Producer ***Melissa Andersen*** *focuses her attention on "improving our readers' experience."*

What I'm doing to be a better employee
I keep my eye on the training the company offers. For example, I recently took a Photoshop class that was very helpful. My workplace philosophy is to be diligent, helpful and kind.

Interests outside the office
I play the piano and sing, and have some friends I get together with to "jam" (for lack of a better word) as often as we can. I've also taken up running just in the past couple of years, and in September ran my first 10K. I'm training for a half marathon in August.

What others can't tell just by looking at you
I was a piano tuner and teacher for four years between high school and college.

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition in our Unsung Hero feature?

Send your suggestions to world_update@idg.com, and we'll do the rest.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Alana Dros *IDG Training and Development*
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Elina Yrjölä *Talentum*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

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WWW.IDGCENTRAL.COM

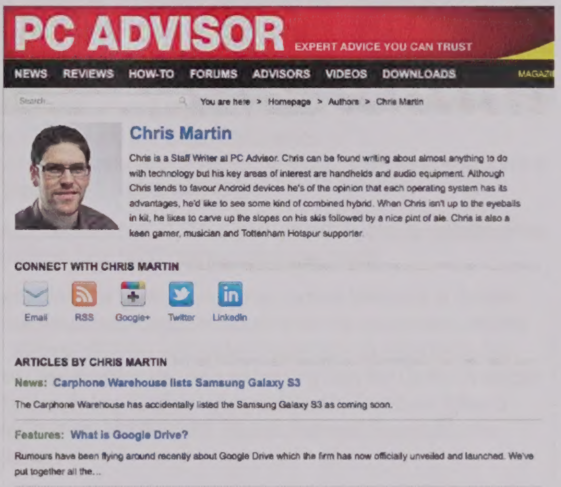
Business units align author pages with Google specs

Syncing author pages and Google+ profiles can yield better SEO results

> *"The benefit is that these search results — and with the addition of the photos — help make our articles stand out from the crowd."*
> *— Matt Egan, editor, PC Advisor*

Media companies are increasingly using author pages and the Google+ profiles of their journalists on their websites to improve rankings in Google News search page results. Author pages can display a collection of recent articles by a particular writer as well as a photo, biographical information, a clickable email address and social networks contact information.

Among IDG's early adopters of author pages are IDG Enterprise, IDG Consumer & SMB and IDG U.K. The number may grow, however, given Google's announcement last year that it is placing greater importance on what it calls "author rank" and creating ties between an author's reputation — derived through social media sharing and the quality of the sites the author appears on — and search results. Web sites that have the proper links between their author pages and the author's Google+ profiles may have links to those author's stories appear higher up in Google News' search results pages. In addition, the story summary link displays a thumbnail of the author's photo and the number of Google+ circles he or she is in.



Chris Martin

Chris is a Staff Writer at PC Advisor. Chris can be found writing about almost anything to do with technology but his key areas of interest are handhelds and audio equipment. Although Chris tends to favour Android devices he's of the opinion that each operating system has its advantages, he'd like to see some kind of combined hybrid. When Chris isn't up to the eyeballs in kit, he likes to carve up the slopes on his skis followed by a nice pint of ale. Chris is also a keen gamer, musician and Tottenham Hotspur supporter.

CONNECT WITH CHRIS MARTIN

ARTICLES BY CHRIS MARTIN

News: Carphone Warehouse lists Samsung Galaxy S3

The Carphone Warehouse has accidentally listed the Samsung Galaxy S3 as coming soon.

Features: What is Google Drive?

Rumours have been flying around recently about Google Drive which the firm has now officially unveiled and launched. We've put together all the...

*Author pages, like this one for **Chris Martin** of IDG U.K.'s PC Advisor, can be reached through a clickable byline on the author's articles.*

continued on page 4

CIO.com's new eBook series boosts site registrations

In a move to increase registrations for its Insider program of gated premium content, CIO.com recently launched the first in a series of free eBooks. The Strategic Guide to Enterprise Mobile Applications contains 18 pages of content from CIO magazine and CIO.com. (Go to http://www.cio.com/article/702688/.)

STRATEGIC GUIDE TO

Enterprise Mobile Applications

How to Create a Mobile Apps Strategy

Make Your Apps Engaging

Tools for App Stores

Security Challenges

Advanced Case Studies

FROM THE EDITORS OF CIO

The eBooks are posted on CIO.com in a PDF format.

"This is the first in a series of monthly eBooks that take existing content on a single topic and package it together in a convenient, report-like format," said CIO Executive Editor **Mitch Betts**. The eBooks are posted on CIO.com in a PDF format. Visitors must register with the Insider program, providing standard business card information, to download the file.

CIO.com Executive Editor **Dan Muse** said that while he didn't have the April registration numbers that the eBook had driven, the response in the first week was encouraging. "I know it will have a good shelf life," Muse said. "Our most successful Insider content has been our Resume Makeover series. All career-oriented content has done well, but we also use articles that we think has high value to our audience."

Betts said the idea for an Insider eBook series came from Muse. "I enthusiastically agreed to do them because I had done something similar at Computerworld," Betts said. "I select the articles, buy the art and design the eBooks myself, and Dan posts them to

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IDG Consumer & SMB mobile product manager goes for Baroque *page 5*

Unsung hero: Computerworld's Sharon Machlis *page 8*

in brief

IDG Sweden's CFO Live event attracts strong support, moves to paid model

***Alexandra Heymowska**, editor-in-chief, CIO Sweden (center) and **Dennis Lodin**, publisher, CFOworld, (right) speak with Gabriel Bennet, CFO, Oriflame, and Prejeet Patel, CEO, Evalue Serve Sweden, during one of the day's popular panel discussions.*

*CFOworld's **Dennis Lodin** welcomes attendees.*

IDG Sweden this month staged its third CFO Live event — a one-day conference held at Stockholm's Grand Hotel — that was supported by five sponsors and attracted 82 CFOs.

The agenda featured a mix of large-group sessions supplemented by several smaller breakout sessions throughout the day. Content focused on challenges faced by today's CFOs with a particular emphasis on outsourcing, risk management and the economic situation in Sweden, Europe and the U.S., explained CFOworld Sweden Publisher and Editor-in-chief **Dennis Lodin**, who along with Event Manager **Eva Melin**, was primarily responsible for organizing the event.

CIO Sweden Editor-in-chief **Alexandra Heymowska**, participated on one of the day's panels, which looked at issues related to outsourcing. "Generally speaking, our panel discussions were among the day's highlights," Lodin noted. "The CFOs are very much interested in listening to other CFOs discuss their roles and their challenges."

Sponsors, who underwrote the entire cost of the conference, included Microsoft, Hypergene, Atrium Ljungberg, Adramatch and Evalue Serve. "Although attendees did not pay for this event, this is the last CFOworld event that we are doing free of charge for the attendees," Lodin said, adding that the price charged to attendees will be influenced by various factors including the caliber of keynote speakers they can attract. "We are moving to a paid model for two main reasons," Lodin said. "We want to generate more non-advertising revenue, and there is a greater commitment to attend the event if people have paid for it."

In August, CIO Sweden and CFOworld will team up to produce a new CIO & CFO event called CIO+CFO. "This will be a paid event — 2.900 SEK (US$450) — and will once again focus on risk management and outsourcing," Lodin said.

IDG Sweden's CFOworld publication launched in January 2010. This year, nine issues will be published and circulated to 12,000 of the country's CFOs. Its website is at CFOworld.idg.se.

For more information, contact Dennis Lodin at dennis.lodin@idg.se. WU

IDG signs license for CIO title in Central America

Marcelo Burman

IDG's CIO brand will have a presence in seven additional countries next month as a result of a recent licensee agreement with a Costa Rica-based publisher, Grupo Cerca.

IT Now, a regional BtoB title that debuted in 2005, is distributed in Panama, Costa Rica, Nicaragua, Honduras, El Salvador, Guatamala and the Dominican Republic. It will be co-branded with the CIO name and begin incorporating content from IDG's enterprise portfolio in the next month or two. The current audience is primarily enterprise IT managers, and Grupo Cerca hopes to reach a higher-level audience within this group, and C-level executives in general, through co-branding with IDG.

IT Now has a circulation of 21,000 copies per month, and its website, www.revistaitnow.com, has 15,000 unique visitors per month.

Grupo Cerca produces 13 other magazines such as Mercados & Tendencias, a general business magazine; Construir for the construction industry, and local editions affiliated with global brands such as Advertising Age and Domus. The company also sells advertising from the Central American markets they cover into 16 other titles published by Televisa in Mexico. Among the titles are Men's Health, Esquire, National Geographic and Cosmopolitan.

IT Now has a core staff of about 20 and uses some freelancers in the countries where it circulates.

According to CEO **Marcelo Burman**, IT Now is only publisher in the region that covers such a large geographic territory with an IT-focused brand. He said the most important aspect of the new affiliation with IDG will be that " it will improve our content; this will make a real difference for our readers."

Write to marcelo.burman@grupocerca.com. WU

IDC's Lisa Rowan named to HR Technology Experts list

Rowan

Lisa Rowan, program director for IDC's HR, Learning and Talent Management Strategies research group, was recently named one of the world's 10 "Most Powerful HR Technology Experts" by the editors of Human Resource Executive. Honorees "stand out for the guidance they provide to thousands of companies with money to spend on [HR] technology," the publication stated.

"This recognition reflects Lisa's influence with users and the press with respect to her area of specialization, HR services and applications," said **Henry Morris**, senior VP, Software and Services Research at IDC. "We congratulate her on the well-deserved recognition and for continued success in being highly influential in the HR field."

Rowan joined IDC in 2004 and is an active member of a number of HR organizations and served on the board of directors for the New England Chapter of IHRIM (International HR Information Management society.) She received IHRIM's Summit Award for 2008, the association's highest honor, and was named to HRO Today magazine's list of 2008, 2009 and 2010 HRO Superstars. She was also recently named to HR Examiner's Top 100 Influencers.

Write to lrowan@idc.com. WU

the interview

ne on one

Christer Björkin
The CEO of IDG Sweden is this week's columnist. Reach him at christer.bjorkin@idg.se.

> ***s of now, 25% of our traffic comes from mobile — mainly smartphones. Our view is that at some point in 2013 half our revenue will be from mobile units. We have a group working across all brands fully focused on helping IDG Sweden to be the clear market leader within mobile marketing and reader experience."***

Q Everyone is talking about the mobile channel these days. What is IDG Sweden doing to prepare for this growing market opportunity?

A As of now 25% of our traffic comes from mobile — mainly smartphones. Our view is that at some point in 2013 half our revenue will be from mobile units. We have a group working across all brands fully focused on helping IDG Sweden to be the clear market leader within mobile marketing and reader experience. We are currently changing our platform for mobile apps to HTML5. This will not only enable us to give our readers a cutting edge experience but also lower our development costs. We also urge our editorial departments to be creative in coming up with new ways to present our content in a way best suited for mobile devices. We are planning to turn Tuesday, May 8, into IDG Mobile Day — all mobile solutions all day! We will hold a variety of educational sessions for our staff focused on how mobile will change our world. We will also focus on selling mobile advertisements and solutions throughout the day.

Q How is your recently launched Strategic Marketing Services group doing?

A With our key clients constantly seeking new creative marketing solutions as well as their increased need for top-notch content, there is a clear demand for this service. We view it as a blend of a marketing, PR and content agency. Our Strategic Marketing Services group launched only a month ago and is run by **Christofer Bjorkvall** who has a great deal of PR and communications experience in the IT industry (most recently as PR/communication manager at Microsoft Sweden) and at the same time has a journalism background with IDG. He will build the group with some project leaders but make use of our existing sales teams and their strong customer relationships. We will also tie the expertise of freelancers (writers, partners for video and graphics, etc.) to our network.

This group is still in the very early stages, having been up and running for just a little more than a month. But it looks very promising with a strong interest from clients and a number of deals already in place.

Q Readers' media consumption is in a state of constant change these days. How does this affect the work of your journalists?

A As a general rule, I think nothing beats a good story based on classic journalistic work. Our readers demand the best and most accurate news, in-depth articles, tests and product reviews, etc. The shift to mobile makes it possible to provide the reader with an almost infinite number of links to more reading and to encourage interaction. The mobile world also brings with it a demand for more video and graphics. I think a modern journalist today needs to have the basic journalistic skills in place as well as be curious about the new possibilities of publishing. I am proud to say that IDG Sweden has some of the best journalists in the country when it comes to combining the two. After having worked for other publishers I can also say that our journalists are leading the way in Sweden. Being a journalist today means living in constant change.

Q You have had great success with a number of your events including Webbdagarna and Sustainability Days. What are your plans for developing your event business in the coming years?

A We are very proud of the development of our bigger events. The success is a result of a great team effort from editorial, marketing and sales and our events team in each brand.

I am especially happy to see the attendee revenues increase as this is proof that our editorial content — presented live — is of the highest quality. Our plan for the future is to grow these events geographically and/or to make them more niched by industry sectors. Webbdagarna is already present in five Swedish cities. I am convinced that the fields of digital marketing/e-commerce and sustainability (which are the focus of Webbdagarna and Sustainability Days, respectively) will only continue to increase in importance in the years to come.

Our event business is close to 15% of our overall revenues with a greater profit margin than we can achieve through traditional publishing.

Q As you look forward through the end of FY12 and on to FY13, what will be some of the key areas of focus for IDG Sweden?

A • Continue our Customer Intelligence initiative in order to get more structured data, enabling us to give our customers more precise information.

• Strong development of our mobile business.

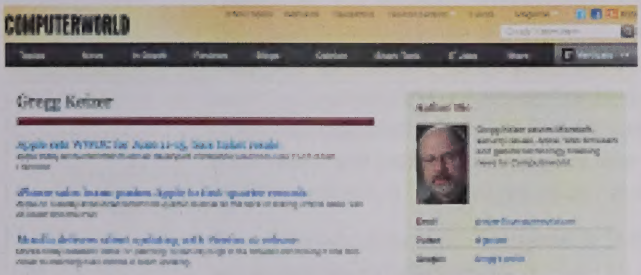
• Make sure we find new ways to get inspired from best practices from successful e-commerce companies. Why should it take one click for me to buy all I need on Amazon but two to five clicks to buy services from us?

• Continue the great commitment our staff is showing to putting the highest possible focus on our readers and customers. WU

Author pages

continued from page 1

"The benefit is that these search results — and with the addition of the photos — help make our articles stand out from the crowd, and the number of people who follow a writer adds credibility to the author's reputation — on which Google is placing more emphasis nowadays," said PC Advisor Editor **Matt Egan**.



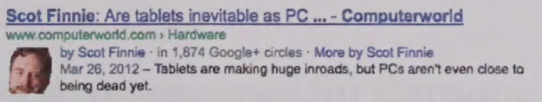
Computerworld launched its author pages earlier this year. The information in the author's bio section can be easily updated to include contact information in other social media networks as the need arises.

All PC Advisor staff and major freelance authors are required to have a Google+ profile. "While we don't force staff to use Google+ like they do Twitter or Facebook, we do encourage everyone to +1 [i.e., "like" colleagues' stories] and share their own and colleagues' stories. The number of +1s is shown on each article page, again adding credibility to the story and author."

Computerworld Editor-in-chief **Scot Finnie** sees Google's emphasis on author rank to be a change that will "greatly benefit experienced journalists who have been more focused on superb reporting than on building their notoriety online. IDG has gained many new competitors over the last several years. Some of them — especially in their early days — paid little attention to the tenets of journalism and frequently used sensationalism to grab more and more page views. Google's decision to factor in author reputation may help separate the wheat from the chaff among tech news content providers."

> ***"IDG has gained many new competitors over the last several years. Some of them — especially in their early days — paid little attention to the tenets of journalism and frequently used sensationalism to grab more and more page views. Google's decision to factor in author reputation may help separate the wheat from the chaff among tech news content providers."***
>
> ***— Scot Finnie, editor-in-chief, Computerworld***

Several months ago, Computerworld launched author pages created specifically in response to Google's emphasis on author rank. "This was a fairly big deal for our tech team [IDGE's Digital Solutions Group]," Finnie said. "They had to create the look of the page, connect the information for the author pages to CW's database of bylines and deal with many other elements. They did a great job."



Scot Finnie: Are tablets inevitable as PC ... - Computerworld
www.computerworld.com › Hardware
by Scot Finnie · in 1,874 Google+ circles · More by Scot Finnie
Mar 26, 2012 – Tablets are making huge inroads, but PCs aren't even close to being dead yet.

When author pages and Google+ profiles are properly coded, a search on Google will yield a thumbnail photo of the author.

Computerworld Online Managing Editor **Sharon Machlis**, the author pages' product champion on the editorial side, worked with DSG on the project and then created a tool to allow editors to generate HTML code needed to display author information properly, as required by DSG's design. If another social media network arises that requires an author's contact information, any Computerworld editor can easily add the information to the authors' pages.

Machlis noted that although an IDG site's web staff would do the coding to produce a clickable byline that goes to an author page, there's also an important step the individual writer should take to help Google align the author page with that writer's byline. The writer has to be sure to link from their Google+ profile to the author page. Google provides online instructions on how to do so (go to http://idg.me/lbUbX9.)

Asked if the improved SEO results with the new author pages have translated into driving more traffic to Comptuerworld.com, Machlis said it is hard to tell, especially because the author pages are so new.

"In general, it's difficult to correlate actions you take with an improved SEO because you can't do a controlled experiment," she said. "In addition to that one change, there could have been numerous others — a hot news month, a change in Google's algorithm or did someone click on the link on Google News because they saw the author page, or for some other reason?"

Write to smachlis@computerworld.com, sfinnie@computerworld.com or matt_egan@idg.co.uk.

For more information on author rank and Google+ go to http://idg.me/ITZvNV. **WU**

Is your business unit considering launching or improving author pages? Do you have questions about the process? Add to the comment box with this article on IDG Central.

Patience is a virtue

IDG U.K. staff has found that syncing author pages and Google+ profiles can take time to filter through to Google.

"We had Google+ author pictures show up in search results for about a week before they suddenly disappeared," said PC Advisor Editor **Matt Egan**. "We then had to go through various Google+ authorization procedures to ensure their return."

PC Advisor's author pages, unlike others surveyed for this article, also include the author's Twitter feed (minus replies and direct messages) and links to comments the author has made to PC Advisor stories — either their own or those of colleagues.

offline for fun

IDG Consumer & SMB mobile product manager goes for Baroque

Thomas Alexander was just four years old when he picked up a violin for the first time. Thirty-five years later, he not only continues to play but is an active member of San Francisco's classical music community, serving on the board of the city's Civic Symphony and as the orchestra's concertmaster and, most recently, associate conductor. In late 2011, he also launched impromptuSF, a "pick-up" orchestra specializing in Baroque instrumental and vocal music composed of semi-professional and professional musicians who participate in monthly concerts in the Bay Area on an "as-available basis."

Alexander, who joined IDG Consumer & SMB in February as mobile product manager, pursued his passion at the University of California/San Diego, where he earned a B.S. in music and then decided to bolster his career prospects by earning an M.S. in computer science from the University of San Francisco. "A lot of signals were telling me not to make a career in music," he said. "I didn't like playing eight hours a day, working with screaming conductors or teaching little children. I had taken a Lisp programming class at UCSD to meet a linguistics requirement, did pretty well and thought I should give this new-fangled dot-com thing a try."

***Thomas Alexander** (above foreground at left) plays first violin with the impromptuSF orchestra he founded and serves as concertmaster. "When there is no conductor, like with impromptuSF, all the other musicians look to the concertmaster to coordinate stops and starts, timing, articulaton and so on," Alexander said. Alexander also serves as concertmaster for the San Francisco Civic Symphony. At right, he rehearses the impromptuSF orchestra prior to this month's concert.*

A lifelong resident of California, Alexander moved to San Francisco in 1996. Five years ago, he joined the 80-year-old Civic Symphony — the longest continuously running community orchestra west of the Mississippi — as concertmaster.

He joined the symphony's board less than a year ago when the woman who had been "basically running the whole show" stepped down. "No one else was willing to step up, and I ended up taking on all of her responsibilities. It does take up a bunch of my time, but I am happy to do it," said Alexander, who about eight months ago, added the role of associate conductor to his responsibilities.

Core principles behind impromptuSF

ImpromptuSF was born out of Alexander's belief in a few core principles. First, he said, "most musicians really don't start practicing until right before the concert. Second, 95% of the audience that comes to non-professional concerts doesn't care about 95% of the stuff professional and semi-professional musicians fret about, and third, Baroque music is ideally suited to the shorter attention spans of the younger generation and can come together with minimal work."

The name "impromptuSF" reflects the fact that the orchestra members — who number about 40 in total though typically only 20 or so will be at any one concert — come together and rehearse just once on the day of the concert.

"We rehearse about an hour's worth of music for about three hours," Alexander said. "Then we take two hours off and I feed the crew. Then we put on an hour-and-a-half show. It makes for an informal setting where the activity is more about the joy of music-making than the occasional flub."

There is always "this huge question almost until a concert begins of whether or not it is going to work. Every concert has new members, new logistical challenges. There was one time we had to start a movement three times. The audience didn't really care and once we were started, all was well again."

The concerts are free though the group does accept donations, Alexander said. "I've never really sat down and figured it out, but I think it ends up costing me a couple hundred dollars a concert."

The biggest challenge, said Alexander, is "doing this all myself. The upside is that management is completely unified when it comes to decision making! But the reality is that I organize the musicians, I bribe them with lunch, I pay for the hall, I put together the program, I write out the parts for scores that are available in the public domain and I generally lead the group from the first-violin position.

"On the other hand, I get to pick out the music, and I get to hang out with my friends and play music. It's totally worth it."

Write to Thomas Alexander at talexander@idgcsmb.com.

noteworthy people

New employees

Previously an account services manager with Quinstreet Ziff-Davis, **Christine Blake** joins **IDG TechNetwork** as an account executive. She holds a B.S. in advertising communications from St. Johns University in Jamaica, N.Y., and is currently completing studies for an MBA from Keller Graduate School of Management. Outside the office she enjoys travel. *christine_blake@idgtechnet.com*

Catinella

IDG International Publishing Services' new licensing coordinator is **Liz Catinella**. Previously a contracts administrator with Siemens Healthcare Diagnostics, she holds a B.S. in business management from Skidmore College in Saratoga Springs, N.Y. Away from her desk she enjoys playing field hockey and traveling. *elizabeth_catinella@idg.com*

Woolf

IDG Strategic Marketing Services has hired **Amanda Woolf** as an associate program coordinator. Previously an account coordinator with The Reward Company, she holds a B.S. in communications from Endicott College in Beverly, Mass. A "Boston sports fanatic," she enjoys physical fitness — she ran a 5K race last year — and travel. *amanda_woolf@idg.com*

IDG Research Services has hired **Sean Galvin** as a marketing research manager. Previously an associate project consulting manager with Forrester Research, he holds a B.A. in history from Providence College in Rhode Island and is currently working toward an MBA from Worcester Polytechnic Institute in Worcester, Mass.. He enjoys hiking and landscaping and spending time with his new baby daughter. *sean_galvin@idgresearch.com*

Returning employees

Dawn Petersen returns to **IDG Enterprise** as managing producer, the title she previously held with IDGE; she has also worked at Computerworld and ITWorld.com. Most recently a senior web manager with PTC, she holds a B.A. in English from the University of Wisconsin/Oshkosh and enjoys traveling. *dpetersen@idgenterprise.com*

IDG WORLD UPDATE

Merkelson

Previously production director with Publish magazine and most recently a marketing and social media manager with Grove Consultants International, **Anne Merkelson** returns to IDG as a program developer with **IDG Strategic Marketing Services**. She earned a B.A. in music from the University of California/Santa Cruz and enjoys dressage and jumping, yoga, collage and vintage taxidermy. *anne_merkelson@idg.com*

Calling all Noteworthies

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com. For promotions, excerpts can be made from internal announcements.

Check your My Profile page

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

eBooks

continued from page 1

CIO.com." He added that he also re-edits the articles, tweaking headlines, removing any outdated references to extend the eBook's shelf life and excerpting longer articles for length. "Besides an editor's note introducing the topic, I always add numerous sidebars — tips, checklists, mini-case-studies — as reader takeaways. My goal is to transform what started out as individual article into a collection that's more like a comprehensive report, jam-packed with strategic advice for readers."

The next eBook will look at IT talent management, with future topics to include BYOD (Bring Your Own Device) programs, data analytics and cloud computing. "One key to a successful eBook," Betts said, "is making sure at the outset that your have enough existing content about a particular topic." He added he didn't think the series would ever run out of topics. "We can repeat some topics each year when we have fresh content that can be used to update an eBook."

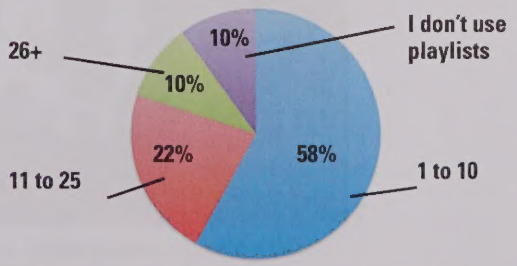
IDG Enterprise's Insider program was launched in late 2010 and offers a variety of products, tools and functionalities on CIO.com, Computerworld.com, CSOonline.com, InfoWorld.com, ITworld.com and NetworkWorld.com. Forty percent of Insider registrations are new contacts. "The Insider program," Muse said, "provides our readers with access to premium content from the IDGE brands. In exchange for access to exclusive interviews, product guides, feature articles, reviews, eBooks and more, readers provide us with information such as job title, industry and company size, which allows us to build our database of qualified IT professionals."

Betts said the eBooks are just one of the types of content offered in the CIO.com Insider program. Others have included articles about resume makeovers and cover stories from our print magazines. All IDGE Insider content is available to anyone who has registered with the program, regardless of the brand they originally registered with.

Contact Mitch Betts at mbetts@cio.com. WU

Question of the Week results for April 23

How many playlists do you have on your main music device?



Log on to www.idgcentral.com to vote on this week's question: **When it comes to shopping, are you an online only, bricks and mortar or some combination of the two kind of buyer?**

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Basilio Rodriguez *IDG Spain*

21

Paula DeMeo *IDG Corporate Services Group*

20

York von Heimburg *IDG Germany*

19

Mary Dolaher *IDG World Expo*
Malgorzata Brudniak *IDG Poland*

18

Julia King *Computerworld*

17

Karen Smalarz *IDG Corporate Services Group*
Klaus Krabbe *IDG Denmark*

6

ari Keefe *Computerworld*
Albie Minkovitz *IDG Research Services*

12

Mae Lee *IDC Singapore*
Atsuo Yamamoto *IDG Japan*
Masatoshi Ono *IDG Japan*

Dagmar Schuetze *IDG Germany*

9

Duncan Newell *IDG Enterprise*
Nelva Riley *IDG Communications*
Linda Grier *IDC U.K.*

8

Christine McKay *IDG Enterprise*
Lynn Holmlund *IDG Enterprise*
Daniel dos Santos *Now! Digital Business*
Mitsuyoshi Nishimura *IDC Japan*
Van Anh Nguyen *IDG Vietnam*
Rene Heuser *IDG Germany*

7

Matthew Healey *IDC Singapore*
Rachan Reddy *IDG Ventures Vietnam*

6

Aisshwary Kapoor *IDC Thailand*
Akiko Kawakami *IDC Japan*
Manfred Riepl *IDG Germany*

5

Christopher Holmes *IDC Singapore*

Marie Jerbrant *IDG Sweden*
Lars Dobos *IDG Sweden*
Hitoshi Ichimura *IDC Japan*
Merete Midtgaard *IDG Denmark*
Daniel Feith *IDG Germany*
Regina Hermann *IDG Germany*

4

Tara Shea *IDG Enterprise*
Juliano Chaves *Now! Digital Business*

3

Ashley Wilson *IDG Strategic Marketing Services*
Tim Lohman *IDG Australia*
Jeroen Boer *IDG Netherlands*

2

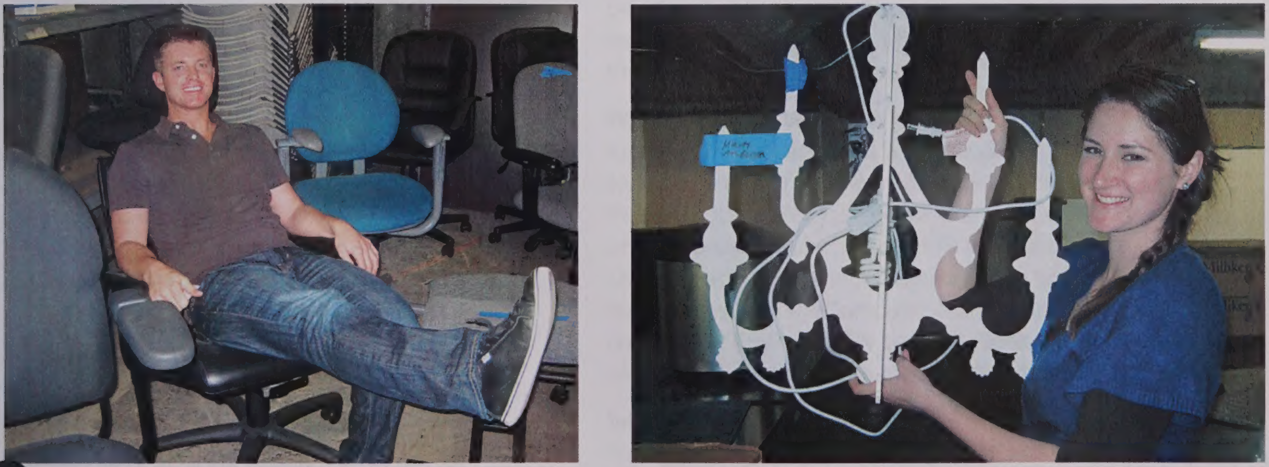
Alice Zulueta *IDC Philippines*
Brian Zimmerman *IDG List Services*
Benjamin Tumminaro *IDG Netherlands*
Patricia Alves *Now! Digital Business*
Ricardo Zeef Berezin *Now! Digital Business*
Nathalie Feeney *IDC France*
Monika Kukulj *IDG Germany*
Halyna Kubiv *IDG Germany*

1

Shalil Gupta *IDC India*
Youngso Lee *IDC Korea*
Shyen Ming Lee *IDC Malaysia*
Christine Tan *IDC Malaysia*
Chris Rogers *InfoWorld*
James Durbin *CIO U.K.*
Talitha Voerman *IDG Netherlands*
Sjors de Haan *IDG Netherlands*
Semir Jasarevic *IDG Sweden*
Karolina Kurowska *IDG Poland*
Marek Murawski *IDG Poland*
Pawel Wimmer *IDG Poland*
Roland von Aesch *IDG Switzerland*
Arnaud Gagneux *IDC U.K.*
Rene Millman *IDC U.K.*
Spencer Izard *IDC U.K.*
Dennis Steimels *IDG Germany*
Philipp Senkbeil *IDG Germany*
Michael Günther *IDG Germany*
Jörn Leue *IDG Germany*
Sven Hollunder *IDG Germany*
Bruna Doarte *IDC Brazil*
Beltran Vela *IDG Spain*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Take a seat



IDG WORLD UPDATE

rally. IDG Central Services was giving away chairs and other surplus office furniture. Plus carpet squares, framed posters, insulated water ottles and other miscellaneous branded items left over from marketing campaigns (anyone need an InfoWorld beach towel?). Central Services offered a large storage room's worth of items to IDG employees at the 501 Second St. office in San Francisco on a first-come, first-served basis last week. Each employee was allowed one chair and one miscellaneous item. Anything that did not get a new home — all the items must be removed from the building — will be donated or discarded. Above left, Computerworld Senior Account Coordinator **Eran Butts** takes a chair for a test-sit, while CXO Sales Associate **Marty Anderson** calls dibs on a cutout chandelier.

profile

unsung hero

Computerworld Managing Editor, News ***Ken Mingis*** *named* ***Sharon Machlis*** *his group's Unsung Hero. "In addition to her regular duties as Computerworld's online managing editor, Sharon has become something of an unofficial code maven, creating a variety of specialized tools for reporters and editors that have really streamlined the editing/posting process. And she's working one-on-one with reporters on a hot area of journalism: deep-dive, data-driven stories on topics like H-1B visas, IT industry jobs and even cellphone radiation levels."*

Name

Sharon Machlis

Home

Framingham, Mass.

Tenure

I joined IDG in 1997.

Current title

Online managing editor at Computerworld. I started at Computerworld as a beat reporter covering government IT and security issues, then was promoted to online news editor before I became online managing editor. I've been working full time on the Web since 1999.

Primary job responsibilities

Along with writing, editing and managing, I pay a lot of attention to online processes. One of my goals is to cut as much drudgery out of people's jobs as possible so they have more time to be creative. I've coded some internal tools to help with that. I also deal with data, both internally — looking at various Web analytics for our site — and for our public site, such as working with our government reporter **Patrick Thibodeau** to analyze a database of H-1B visa approvals with more than a hundred thousand records.

Three things I do in a day's work

- Write a script to help automate a task that editors have been doing manually
- Code a sortable table for a news story
- Suggest improvements for a story that will be posted at the top of our home page.

What I love most about my job

Being able to combine my passions for data, technology and journalism.

A hot-button issue I'm dealing with on the job

We live in an age of too much information, not too little. How do we help our readers deal with their information overload? How do we make sure that Computerworld remains not only relevant but compelling to our audience?

JOE MOLA

Computerworld Online Managing Editor ***Sharon Machlis*** *tries to "always be on the lookout for ways to make what we do better and more efficient."*

Latest accomplishment

Having the April photo in this year's IDG employee calendar!

Career highlight

Creating an editorial tracker now used by writers and editors at multiple business units on three continents; being part of the Computerworld.com teams that won ASBPE Best Web site, MIN Best of the Web and the Jesse Neal Award for Best Web site.

What I'm doing to be a better employee

Keeping my technical skills and knowledge of new tools up to date. I've taken instructor-led classes in PHP, MySQL and Photoshop, for example, as well as online classes in Ruby, jQuery, Perl and Lightroom. I recently attended (and presented at) the annual National Institute for Computer Assisted Reporting conference. I try to always be on the lookout for ways to make what we do better and more efficient.

Interests outside the office

Travel, photography, data visualization and analysis (yes, I do this outside of work, too) and amateur radio.

What others can't tell just by looking at me

I had eight years of classical piano training.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Jim Sullivan *IDG Int'l Publishing Services*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

IDG World Update

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Growing industry profile leads to larger DEMO

IDG Enterprise rolled out the red carpet in Santa Clara, Calif., last month for the 81 companies chosen to introduce IT products at its highly regarded DEMO showcase. Now in its 22nd year, the bi-annual DEMO is the leading launch event for innovative IT companies and has grown yearly offshoots in China, Singapore and Brazil.

DEMO
9142012
Date: April 19, 2012
Pay to the order of TOURWRIST
$ 1,000,000.00
One Million in IDG Media
Dollars
Memo: People's Choice Award
Pat McGovern

STEPHEN BRASHEAR

DEMO Executive Producer ***Matt Marshall*** *(left) and IDG Enterprise IDGE SVP and GM, DEMO* ***Neal Silverman*** *(right) flank Charles Armstrong, CEO and founder of TourWrist, which won the People's Choice Award for its free panoramic photo app. As the winner, TourWrist also received the $1 million IDG Media Prize to promote the company across selected IDG sites.*

Matt Marshall, executive producer of DEMO and founder and CEO of VentureBeat.com, a news site for venture capitalists and entrepreneurs, selects the companies that apply to show their products at DEMO, looking for "disruptive products" that have the potential to define new IT categories and markets. (Products introduced at previous DEMOs include Salesforce.com, E*Trade, VMware and the Palm Pilot personal digital assistant.) Demonstrating firms were separated into six industry categories — cloud computing, enterprise, mobile, consumer, social and media. This year the companies came from 14 countries, including Norway, Israel and Turkey.

Demonstrators are given six minutes to present their products to an audience of IT innovators, influencers and investors, which this year numbered a standing-room-only 1,000, including nearly 100 journalists from

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IDC breaks new ground with first-ever Directions MEA

With IT spending in the region poised to surpass $72 billion in 2012, it was only a matter of time before IDC's hugely influential Directions brand of events made its long-awaited debut in the Middle East, Africa and Turkey region. And that time arrived late last month as more than 200 senior representatives of the region's ICT provider community gathered in Dubai for Directions MEA 2012. The exclusive invitation-only event featured an international lineup of IDC vice presidents delivering valuable insights into the technology transformations and opportunities set to characterize the region's ICT landscape over the next decade.

Directions MEA 2012
The Next Decade of Tech Transformation
IDC
Software
Virtualization

IDC Executive VP & Chief Research Officer ***Crawford Del Prete*** *offered attendees an overview of where the IT martket is headed in the next decade.*

Delivering the opening address at the April 22 conference, IDCChief Research Officer and Executive VP for Worldwide Research Products **Crawford Del Prete**, presented an overview of where the industry is currently headed. Describing ICT as being in the midst of a "once in every 20 to 25 year" shift to a new technology platform built on mobile devices and apps, cloud services, mobile broadband networks and social networks, he predicted that the global ICT industry will reach a value of $5 trillion by 2020, with at least 80% of its growth driven by such "Third Platform" technologies. He also forecast an explosion of new solutions

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IDG World Expo named as finalist in three awards categories

IDG World Expo has been selected as a finalist for three awards from EXPO magazine's inaugural E.X.C.I.T.E. Awards that celebrate excellence and innovation in trade shows and events.

IDG World Expo is contending in three of the 12 categories Each of its nominations is related to its work with Electronic Entertainment Expo (E3), for which it serves as show producer

- Best Innovative Sponsorship Idea
The Static Cling Mirror Graphic program enabled exhibitors and sponsors the chance to feature their brand in hotel mirrors and at the Los Angeles Convention Center with a Static Cling Graphic. It was a unique program that reached attendees on-site and off-site at participating hotels and in the convention hall.

- Best User of an Event Technology
E3Insider.com, which is the official E3 virtual event website. The app-like experience provided game enthusiasts the feeling of being at E3 live. The Interactive Show Floor Map used cutting-edge technology that depicted the show's hot spots in real time enabling users to follow the virtual crowds around the floor.

- Best Website/Microsite
The E3 Event marketing ebsite is a comprehensive planning resource that enables exhibitors and potential sponsors to develop a marketing strategy for the event.

Winners in each category will be unveiled at a luncheon on June 20 at the EXPO Next Conference in Baltimore. All winners will be profiled in the July issue of EXPO magazine.

Write to VP/Marketing ***Melissa Messier*** *at mmessier@idgworld-expo.com. For a list of awards go to www.exciteawards.com.*

Newspaper association features Bob Carrigan's Q&A video interview

IDG Communications CEO ***Bob Carrigan*** *(left) was one of the featured speakers at the Newspaper Association of America's mediaXchange 2012 conference in Washington, D.C last month. Dallas Morning News Publisher Jim Moroney (right) interviewed Carrigan on IDG's move into the digital space and his insights on innovation and business transformation. Watch the video at http://idg.me/IJrqIf.*

Michael Friedenberg, Charles Lee named to BtoB's Top Innovators list

Friedenberg

IDG business leaders continue to garner industry honors with the most recent accolades going to IDG Enterprise President & CEO **Michael Friedenberg** and SVP Strategic Marketing Services and Custom Solutions **Charles Lee**. Both men were named to BtoB Media Business's list of the 12 Top Innovators in Business Publishing last week.

Noting that the BtoB industry has undergone two decades of transition and innovation sparked by the recession of 1991, BtoB Media Business noted that by the mid-1990s, companies such as IDG "truly became multimedia companies by venturing onto the Web.

"BtoB media companies have responded with almost constant innovation over the past dozen years. Comparatively recent innovations — such as community sites, mobile apps, social media and virtual trade shows — are now revenue mainstays," noted BtoB.

"The dozen executives recognized [by BtoB] are proof that innovation is not limited to new digital products. Innovation is a mind set that is a necessity across the entire organization," the company said.

Friedenberg, who was honored in the Publishing Executive, Large Trade category, noted that "IDG Enterprise has developed a mobile-first philosophy, meaning that all website revamps and new site developments will start with being able to easily navigate on a mobile device. Then it is morphed for use on a standard computer."

Lee

Lee has in the last year developed numerous programs that leverage IDG's trove of technology media brands to help BtoB marketers produce and distribute their own content.

Lee calls it the "vendor as publisher" model, and it's driving change and innovation throughout IDG, noted BtoB.

"That really speaks to a different content model, which has typically been: You will buy a co-branded white paper from IDG and we will syndicate it to our database, and we'll get leads," Lee said. "Social and mobile have opened up new ways to reach and engage users, and our ability to drive the right content at the right inflection points has opened up big opportunities for us."

Friendenberg and Lee will be honored, along with the other executives singled out by BtoB, at a luncheon in New York on June 6.

Read the full BtoB report here: http://idg.me/IZ3d9Z.

PCWorld report on wireless service coverage gets high-visibility pickups

PCWorld's recent report of 3G and 4G wireless data transfer speeds was picked up by a variety of news outlets including Time, The Washington Post, Gizmodo and Business Insider. The staff tested the speeds — both indoors and out — for AT&T, Sprint, T-Mobile and Verizon at multiple locations in 13 major U.S. cities. AT&T's 4G LTE network had the fastest averages, but Verizon's LTE network edged out its rival for upload speeds. To read Senior Editor **Mark Sullivan's** article go to http://idg.me/KZyU6c.

one on one

the interview

Kumaran Ramanathan

The managing director of IDG Global Solutions is this week's columnist. Reach him at kr@idg.com.

> ***"We, along with IDG as a whole, have seen decline in revenues within the B2C brands. This is a trend that we cannot allow to continue, and we are working on reversing this. As a result we are working on a global B2C go-to-market plan."***

Q Can you provide a brief description of the mission and responsibilities of IDG Global Solutions?

A IGS lives within IDG as a central services organization. Our role is to work with IDG business units to drive profitable revenues and to help them achieve their objectives. We must be able to demonstrate our leadership capabilities to our largest clients and partners, and we should be aware of our ability to share best practices and facilitate excellence wherever possible within the IDG family in an open and transparent way. We are in the market representing IDG to the best of our abilities, aiming to deliver our value proposition through sales excellence, deliver growth through sales leadership and deliver knowledge through shared best practices. Our commitment to helping local business units is now at the top of our internal agenda. We now have a dedicated person, in the form of **Karen Blythe** [associate director] who is responsible for all IDG business unit relationships within IGS.

Q What is IGS's core function?

A The core function of IDG Global Solutions is to drive revenue and gain maximum market share for our business units across the globe. We do this by helping IT vendors navigate through the ever-growing complexities of the international media marketplace, helping them to incorporate new forms of media as well as core traditional media solutions within their programs. IGS provides the platform for international marketers to reach, influence and target buyers of their products and services. A client-focused approach is at the core of our business, with revenue from our top 25 clients having grown a total of 26% year on year. This growth includes fantastic results from clients such as Oracle +20%, Dell +89%, Cisco +320%, VMWare +94% and an exceptional client win in the form of Cognizant Technology Solutions. This growth can be largely attributed to a more coordinated account management approach across IGS and to a closer working relationship with the Strategic Marketing Services group in the U.S. However, our role is more than just a key accounts team as we have a long tail of international clients to work with. For example, in 2011, we dealt with 242 different clients delivering business into 252 IDG brands in 73 countries.

Q This is your second stint at IDG, how has it changed during your absence?

A Although I had a 10-year absence from IDG, I remained within the industry albeit at a local rather than international level. It was clear that IDG was tracking the market trend and changing focus from a print-centric organization to a digital business. Since I have returned, I have been amazed at the success of that change, the way in which business units have been empowered to deal with this titanic transition head on, the consequence of which has been to allow business units to come out of the print era firmly established as category leaders in the tech media space. This is illustrated by the stunning performance from IDG U.K., which is now established as number one in its marketplace. The other major change is the proposition that we take to market. The IDG offer to customers is a much more compelling one as we see so much more innovation and flair from our business units. We are confident that whether within the syndication network space, lead generation, social media, mobile or in the custom content area, we have the right ingredients to remain competitive and drive growth.

Q What are the main challenges within today's market?

A The main challenge we face within today's market is, without a doubt, the inconsistency of the economic landscape evident across the globe, where you see significant growth in some markets and contraction in others. At the same time, IDC foresees new growth built on the strength of four foundation technologies: Cloud services and Cloud enabling technologies; mobile devices, applications and next-generation broadband networks; big data/analytics; and social technologies. This creates an interesting juxtaposition with technology revenue growing at nearly twice the rate of tech marketing budgets; add to this the fact that budgets are now being split between a broader spectrum of media platforms and you have a fairly big challenge.

It means that the commercial teams have to ensure that every proposed campaign is as innovative, relevant and effective as possible, providing consistency and value to IDG's clients whatever their target audiences/markets. The success of a Marketing Services-led approach in the U.S. led to the appointment of **Jeremy Rueb** [vice president, program development] to run International Program Development, and this is already proving to be a key differentiator in our business. This shift in approach is indicative of how we see our relationship with vendors developing in the future.

Q IGS has had great success with revenues growing 35% in two years. How are you driving this growth?

A The recent success of IGS has been due to a focus on sales excellence and a cultural shift within the organization. We have injected pace into the business along with making investments in key areas that enable us to obtain competitive advantage, efficiencies and consistencies

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DEMO

continued from page 1

IDG Enterprise SVP and GM, DEMO ***Neal Silverman*** *might not have let himself get carried away with DEMO's success, but a few IDGE colleagues did the favor for him. (L-R):* ***Anne McCrory****, VP, marketing and content strategy;* ***Ashley Starr****, event planner;* ***Laura Gargolinski****, event marketing coordinator;* ***Deb Begreen****, senior director, Events;* ***Robin Clausen****, project manager;* ***Lisa Piscopo****, associate event planner; and* ***Debra Becker****, marketing director.*

the U.S. and overseas. Demonstrators are not allowed to use PowerPoint presentations. Eleven early-stage entrepreneurs and pre-launch companies were given 90 seconds to share their prototypes in DEMO's popular Alpha Pitch program. Eight were part of DEMO's College Alpha Program, in which Microsoft Corp. provides DEMO 'scholarships' to deserving students or student-run companies from U.S. colleges and universities with products to present. (Except for those receiving scholarships, all demonstrator companies pay for the opportunity to show their products at DEMO.) The remaining three Alpha Pitch firms came from the Startup Weekend program (www.startupweekend.org), a two-day event on the Microsoft campus that drew 300 fledgling entrepreneurs in the mobile, gaming and robotics categories.

Fifty-one firms launched products at last year's DEMO Spring. IDG Enterprise SVP and General Manager, DEMO **Neal Silverman** attributed the uptick in firms applying to be DEMO presenters to "awareness of the DEMO scholarship program supported by our partners."

Also increasing DEMO's profile in the IT entrepreneur community, Silverman said, is the DEMO Innovation Tour in which Marshall and other DEMO team members travel around the U.S. and internationally seeking out tech innovators and promoting DEMO. "All of those stops — from New York City and Austin, Texas, to Tel Aviv and London — generated an increase in applicants from those regions. DEMO is an event that is expanding globally beyond Silicon Valley," Silverman said. "I see that trend continuing for the future."

This year's DEMO Spring product debuts include everything from technology that lets job seekers import LinkedIn profiles or resumes and receive a curated list of jobs with corresponding matches to the world's first weight-sensing electric skateboard. All demonstrators' products were critiqued by a panel of industry "sages" who provided feedback to the demonstrators and offered insights into the changing IT market segments. All presentations were streamed live on DEMO partner VentureBeat's website. (For a complete list of demonstrator firms, go to www.demo.com.)

DEMO is not all new-product presentations, however. Panelists and speakers included executives from Google Ventures, Microsoft, Benchmark Capital, Accel Partners and AARP, among many others. CNBC Technology Contributor Jon Fortt had a one-on-one conversation with Intuit President and CEO Brad Smith on the state of the current IT industry. Marshall interviewed NetSuite President and CEO Zach Nelson on the challenges emerging tech companies face, as well as spoke with Box CEO and founder Aaron Levie about entrepreneurship and taking a startup from conception to reality.

"The caliber of entrepreneurs and products showcased on the DEMO stage is consistently excellent," Marshall said. "Whether they are addressing the pain points of the world's largest enterprises or making the everyday consumer's life a little more enjoyable, the products launched during DEMO Spring 2012 have the potential to become household names."

There were also two evening social events. A cocktail reception gave DEMO attendees a chance to see the hour-long film "Ctrl-Alt-Compete." Produced by Microsoft, the film, which has already been screened in 12 countries, profiles four companies from product conception to launch, two of which are DEMO Spring 2011 alumni and were filmed at the event. An after-hours party on DEMO's second night, sponsored by Fusion-io, gave attendees a chance for some "high-energy networking," Silverman said.

There's an app for that

IDG Enterprise event organizers also launched a new DEMO app for attendees, created by DEMO alumnus DoubleDutch, which has also built show apps for IDG's Macworld | iWorld and CITE events. The DEMO app had "great engagement," Silverman said, with 663 active users averaging nearly six app actions over the course of the show for a total of 63,267 app visits. (The attendee who used the app the most was given DEMO's Most Social Award.)

Last month's event was iGenApps' John Morris' fifth DEMO. "As always, brilliantly produced and well attended…I won't launch any tech company without a trip to the DEMO stage. DEMO becomes whatever you want it to be. If you're looking for publicity for your launch you'll get it. If you're looking to make contact with investors, you'll find them there. I can't wait for the next DEMO!"

DEMO China will be held this August in Beijing; DEMO Brazil 2012 will be held Sept. 3-4 in Sao Paulo and DEMO Fall 2012 Oct. 1-3 in Santa Clara, Calif.

For more information go to www.demo.com. WU

Best of the best

DEMOgod Awards are given to demonstrators that exhibit the most potential to thrive in the market as well as give the best presentations at the event. DEMOgods vie for the People's Choice Award, chosen by DEMO attendees. The winner was TourWrist, whose free app lets users shoot and share panoramic photos.

Joining **TourWrist** as DEMOgod Award winners were:

ZBoard for its series of futuristic electric skateboards.

Voxeet's audio processing app designed for crystal-clear conference calls.

VisApp's Showoff Home Stager lets homeowners see what their properties will look like after major design or landscaping projects while requesting price quotes from contractors in the stager community.

Jumala lets gamers design and share three-dimensional games with their friends. The more a user creates, the more virtual items are unlocked for use.

Alpha Pitch winner **Tosigram** offers outlines of terms-of-service agreements and creates a simpler way for users to see how their privacy will be protected.

Steven Frantzen shares top ICT predictions for MEA

Bringing Directions MEA 2012 to a close, IDC SVP, EMEA Region **Steven Frantzen** presented his top 11 predictions for the ICT markets of the Middle East, Africa and Turkey. Below is a selection of the forecasts he made:

1. The Middle East, Africa, and Turkey will be among the world's most dynamic IT-spending regions in 2012, growing 7.3% year on year.

2. eServices delivery, governance and information management will facilitate the drive toward "smart governments."

3. Cloud will receive more serious attention in 2012, but…a number of inhibitors will offset the growing interest in cloud, leading to private cloud uptake.

4. Virtualization will move from the test phase to production and will attain must-have status.

5. Telcos will continue to extend their ICT portfolios, focusing on the "I" in ICT, with cloud featuring as a major strategic direction.

Directions MEA

continued from page 1

built on this platform, along with a rapid expansion of consumption within the world's emerging markets.

Reviewing the impact that technology transformation is having on IT proliferation and usage in the world's emerging markets, IDC Senior VP for EMEA and Managing Director for CEMA **Steven Frantzen** also addressed the gathered delegates, highlighting the unique features and challenges of doing business in diverse economic environments.

He was followed by **Chris Lewis**, IDC's group vice president for international telecommunications and networking, who assessed the progress being made by the ongoing telecommunications revolution. During his presentation, he argued that the rapid expansion of telecommunications infrastructure across the globe's emerging economies is transforming the way in which individuals and businesses connect, collaborate and transact, and is, in turn, playing a key role in furthering economic growth and progress.

As well as the cutting-edge insights provided by senior IDC analysts and vice presidents, the day featured three individually themed tracks that addressed specific areas of interest vis-a-vis technology concepts, geographical territories and vertical sectors. Attendees were also able to register for one-on-one meetings with IDC analysts.

Commenting on the success of Directions' inaugural appearance in the Middle East, Africa and Turkey, **Jyoti Lalchandani**, IDC's vice president and managing director for the region, was in a buoyant mood as he assessed the event's legacy. "By bringing Directions to this region for the first time, we are acknowledging the growing prominence of the Middle East, Africa and Turkey on the world stage as global ICT vendors wake up to the reality of relatively flat growth across the U.S. and Western Europe. The event enabled us to reach out to the entire ICT community and thereby showcase our product portfolio, research and consulting competencies to the people that really matter. By building such a strong pipeline through this conference, we are confident that we have achieved our ultimate aim of successfully expanding our client database."

Among the companies represented by the 236 attendees were Microsoft, IBM, Dell, Oracle, HP, SAP, Citrix, Acer, 3i Infotech, Fujitsu, Intel and Nokia. Dubai serves as a key hub for all major ICT vendors and hosts the regional headquarters of some the world's largest technology players. "Sitting at the epicenter of the regional decision-making process for so many vendors, Dubai was the logical destination for our first Directions-branded event," Lalchandani said. "However, this is just the beginning as we are also looking to take the Directions format to South Africa, Turkey, and, eventually, Saudi Arabia."

For more information, visit www.idc-cema.com/events/dir2012dxb or contact ***Ronita Bhattacharjee****, associate VP for conferences, at rbhattacharjee@idc.com.*

One on one

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across our international offerings. Our commitment to growth has enabled us to make investments in areas such as events, mobile, social and digital innovations as well as implementing a more solid foundation in APAC. In order for these areas to be successful we have given members of the teams increased responsibility and accountability and provided them with new career goals and development. The U.S. business, under **Michael Mullaney** [VP, IGS U.S. and Asia/Pacific], enjoyed a breakout year in FY11, and we are pleased that in FY12 we have been able to consolidate our position.

This commitment to category leadership has had a significant impact in the marketplace where we have been assertive in pushing our credentials through our IDG Leadership Series. In particular we have enjoyed great success in the U.K. where we have seen a renewed vigor to our business under the leadership of **Neil Michael** [VP, international sales].

However, our approach globally is underpinned by a definite 'let's do it now' approach, which empowers the teams to believe that anything is possible.

Q Looking forward, what are your priorities?

A We see the immediate future as a very exciting time for IDG. Of course we remain committed to growth, but in parallel we want to develop IGS much more as a sales resource for all. For example 70% of our revenues come from the B2B branded portfolio, however, we, along with IDG as a whole, have seen a decline in revenues within the B2C brands. This is a trend that we cannot allow to continue, and we are working on reversing this. As a result we are working on a global B2C go-to-market plan.

A big part of our growth strategy is focused on the emerging markets in the Middle East and North Africa, Latin America and Asia. We are in the process of re-evaluating our plans for these areas, and it is likely that we will see a more sustained IGS presence as we look to FY13.

We are in good shape, the proposition that we take to market is a powerful one, and I am proud of the way in which the IGS team approaches its work with the right level of pride in its performance, results and collaboration with all our local IDG business partners.

noteworthy people

New employees

Kantor

Carmit Kantor joins **IDC Australia**'s Sydney office as an account executive. She previously worked for the Australian Retailers Association as the main contact for membership services and managed the sponsorship program and event ticket sales. She holds a B.S. in communications from the Open University of Israel and enjoys travel, fine dining and yoga. *ckantor@idc.com*

Barnes

Also new at **IDC Australia** is Country Sales Manager **Martin Barnes**. He has 17 years of experience in IT and telecommunications sales, marketing and operations roles, including working as director of business optimization, EMEA for Lenovo. He holds a degree in business management and marketing from Australia's Queensland University of Technology and enjoys surfski paddling, surfing and martial arts. *mbarnes@idc.com*

Lafford

IDC Australia also welcomes **Michael Lafford** as research director, Consulting, responsible for Australia-New Zealand consulting, integrated marketing programs and benchmarking solutions. He recently spent 13 years with Gartner, Inc. in regional and global management roles. He graduated from Australia's Macquarie Graduate School of Management with an M.A. in management and is currently completing and MBA program. In his free time he enjoys rugby, travel and spending time with his family. *mlafford@idc.com*

Cora Xie joins **IDC China**'s Beijing office as a senior account manager. Most recently with IBM, she has more than 14 years of experience in hardware, software and services sales. She is a graduate of Beijing Construction College with a degree in business administration. *xyilai@idc.com*

Sin

New at **IDC Hong Kong** is Administrative Assistant **Crystal Sin** who will be assisting the Regional Finance and Human Resources teams. She has previously held office administration jobs with a construction company and a facilities management firm. Currently studying English and economics at Hong Kong Baptist University's School of Continuing Education, she enjoys movies, novels, yoga and music. *csin@idc.com*

Tang

IDC Singapore has hired **Lan Tang** as a finance executive. She has several years of experience in auditing and at her previous job was responsible for statutory financial statements and taxes. She holds a B.S. in commerce from Malaysia's University Tunku Abdul Rahman and enjoys badminton, basketball and movies. *lxtang@idc.com*

Ghosal

Also new at **IDC Singapore** is **Bidisha Ghosal**, conference manager, Integrated Marketing Services. She was previously marketing director for @Kaplan, the online arm of Kaplan Asia Pacific. A graduate of Fergusson College, she holds a degree in economics and a post-graduate diploma in marketing from ISB&M School of Technology, both in Pune, India. She enjoys adventure sports such as skydiving and bungee jumping as well as reading and movies. *bghosal@idc.com*

Case

IDG WORLD UPDATE

Loyd Case joins **IDG Consumer & SMB** as a senior editor; he was previously a freelance writer. A graduate of the University of California/Santa Barbara, he holds an M.A. in physical chemistry. In his free time he enjoys photography, board games and cycling. *lcase@pcworld.com*

Also new at **IDG Consumer & SMB** is Sales Associate **Jennifer Lam**. Previously a web analyst with Everything Channel, she is currently studying marketing at San Francisco State University. Away from the office and school she enjoys travel, flag football and musicals. *jlam@idgcsmb.com*

Jacob Herstein is **IDG Consumer & SMB**'s new sales manager, coming from OMG where he was a strategy supervisor. He earned a B.A. in business from Michigan's Baker College and enjoys sports, cooking and "hanging out with my two-and-a-half year-old son." *jherstein@idgcsmb.com*

Eastwood

JOE MOLA

New at **CIO.com** is Senior Editor **Brian Eastwood**. Previously site editor with Tech Target, he holds a B.S. in journalism from Boston's Emerson College and an M.A. in history from the University of Massachusetts/Boston. In his spare time he likes to run and garden. *beastwood@cio.com*

Returning employees

Brockway

Previously design director with Computerworld, **Stephanie Brockway** returns to IDG as marketing designer with **IDG Enterprise**; she was most recently director of creative and digital publishing with Technology for Publishing. A graduate of Syracuse (N.Y.) University, she holds a BFA in illustration. She is the author of the children's book "The Mystic Phyles: Beasts, Book 1," released in July 2011. *sbrockway@idgenterprise.com*

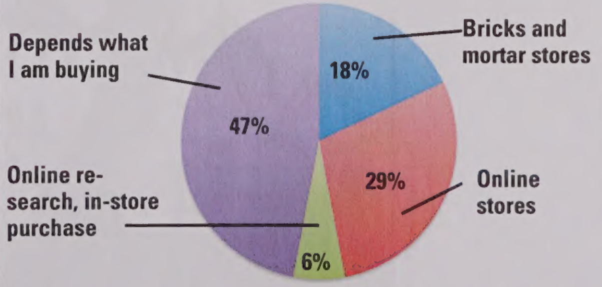
Transfers

Florean

Alejandro Florean, research and consulting director, Enterprise Solutions, moves from IDC Mexico to **IDC Latin America** in Miami. He holds a degree in electronic and communications engineering from Mexico's Instituto Politecnico Nacional and enjoys volunteering in the community. *aflorean@idc.com*

Question of the Week results for April 30

When it comes to shopping, do you prefer:



Log on to www.idgcentral.com to vote on this week's question: **Have you ever contributed to a crowdfunding site like Kickstarter?**

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Crawford Del Prete *IDC*

23

Brian Clarke *IDC*

22

Philippe de Marcillac *IDC*

21

Mandie Johnson *IDG U.K.*
Agnes Hejjas *IDG Hungary*

20

Trace Weatherford *IDC*
Nancy Jonathans *IDG Consumer & SMB*

19

Dawn Kezer *IDG Enterprise*

16

Daniel DeBlas *IDG Spain*
thleen LaPorte *IDG Enterprise*

15

Stephen Drake *IDC*
Robert Amatruda *IDC*

14

Tanja van Bladeren *IDG Netherlands*

13

James Nagle *IDC*
Teréz Berényi *IDG Hungary*

12

Jay Gumbiner *IDC*
Paul Honens *IDC*
Susan Feldman *IDC*
Fernanco Muñoz *IDG Spain*
Jim Galbraith *IDG Consumer & SMB*

11

Brian Klatt *IDC*
Cheryl Patfield *IT World Canada*
Zhou Xu *IDG Asia*

8

Vinicius Tadeu Flores *IDC Brazil*
sanne Schreiner *IDG Germany*
Anna Randag *IDG Strategic Marketing Services*
Laura Blackwell *IDG Consumer & SMB*

7

George Hoffman *IDC Japan*
Linda Cavanagh *IDG Connect*

6

Andy Fong *IDC*
Johanna Billenman *IDG Sweden*

5

Hirotoshi Asano *IDC Japan*
Mitsuhiro Iriya *IDC Japan*
Owen Li *IDC China*
Isván Berényi *IDG Hungary*

4

Jay Chou *IDC*
Henriette Pedersen *IDG Denmark*
John Dodge *IDG Enterprise*
Peter Longo *IDG TechNetwork*

2

Hubert Pawelczyk *IDG Poland*
Dominik Tomaszewski *IDG U.K.*
Miguel Beteta Rodrigo *IDG Consumer & SMB*

1

Leonardus Sumarta *IDC*
Alex Kwiatkowski *IDC U.K.*
Peter Kasik *IDC U.K.*
Diana Bude *IDG Sweden*
Hameet Singh *IT World Canada*
Anoushka Bock *IDG Australia*
Shannon Davis *IDG TechNetwork*
Eric Peng *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Fast Fact

Total worldwide media tablet shipments for 2012's first quarter reached 17.4 million units. The total represents a robust year-over-year growth rate of 120%, up from 7.9 million units in the first quarter of 2011.

— Source: IDC

Bali Ha'i Birthday

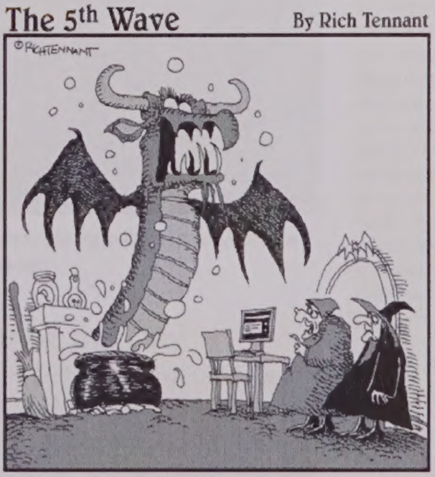
IDG WORLD UPDATE

*Computerworld Account Director **Lisa Otero** (second from left) celebrates her birthday with the island spirits who turned her San Francisco office into a surprise tiki bar. (L-R): Computerworld Senior Account Coordinator **Nida Thongnopneua**, Otero, Network World Account Director **Katie Albang** and Computerworld Online VP **Jennell Dill**.*

offline for fun

Need a break from the work routine? Create a brief caption for this cartoon, go to the home page of www.idgcentral.com and click on the cartoon link, and post the caption in the comments section by May 23.

All contributors will be entered into a random drawing to win an IDG-themed prized.



WWW.THEFIFTHWAVE.COM

celebrating 20!

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Spain's ***Sagrario Fernández Martín*** *traveled to Australia in March.*

Joined IDG Spain
Dec. 17, 1990

Title
Accounting Associate

Career
I have spent my IDG career in the accounting department mainly focusing on customer billing. As the years have gone by I have aquired a variety of skills within the department, and I have been very happy being part of a great group of colleagues.

Who I traveled with
My husband Felix.

Why I chose this trip
We wanted to travel to Sydney, Australia to experience a destination very far from Europe and to visit family who have been in Australia for more than 40 years. We had a wonderful experience learning about a small part of a very large country and connecting with family we had not seen for a very long time.

Known as "the world's biggest Merino sheep," Rambo is one of the attractions in Goulburn, a city that is the heart of the area's fine wool industry.

My husband Felix and I took in the stunning views of waterfalls and vegetation at Belmore Falls, which is in Morton National Park in south-eastern New South Wales.

Darling Harbour in Sydney on a beautiful day.

We came across a termite mound at Belmore Falls; I'm not sure I want to think about what might be inside!

Check your My Profile page

Click on the My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change the password you currently have for IDG Central, add a profile photo and biographical info, invite colleagues to be part of your IDG Central network, join a discussion group and add a post in the "What are you working on?" feed.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to share what's happening at your business unit.

Any employee can send in a a quick snapshot of a "little slice of life" at the office, an image from an event, a staff meeting or anything that strikes you as being a fun, interesting or unusual photo to share. Send the photo with a short description to idgcentral@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Deepa Ahuja *IDC MEA*
Debra Becker *IDG Enterprise*
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Kumaran Ramanathan *IDG Global Solutions*
Carolyn Rauch *IDG World Expo*
Neal Silverman *IDG Enterprise*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

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WWW.IDGCENTRAL.COM

IDG Sweden's Sustainability Day expanding to new cities

With more than 800 attendees and almost 30 vendors, IDG Sweden's Sustainability Day, held last month in Stockholm, was such a success that organizers plan to hold the event in two other Swedish cities later this year.

Cecilia Johansson, packaging concept manager, Ikea
Pia Öhrn, sektionschef ecodesign & mechanics, ÅF
Martin W…rs, industridesigner, People People,
Denn…lin, 21 th Century F…ties
…iöchefer
…ental Managers

Miljöaktuellt Editor-in-chief ***Mikael Salo*** *(left) leads a panel discussion on how to successfully develop eco-design and innovation processes at IDG Sweden's Sustainability Day in Stockholm.*

"We are Scandinavia's largest event for environmentally sustainable business," said **Mikael Salo**, editor-in-chief of Miljöaktuellt, IDG Sweden's monthly business magazine that focuses on sustainable development from both an environmental and business perspective. "Our competitors' events don't have half the number of vendors or attendees that we do."

The one-day event, now in its eighth year, combined a high-level environmental sustainability conference for Swedish executives with exhibition space for companies with environmental solutions for business. After successfully experimenting with a second Sustainability Day last year in Göteborg, IDG Sweden will offer two events in November in Göteborg and Malmö (Sustainability Day West and South, respectively).

"The concept is strong and established, the market is mature and there is need for these events in different parts of Sweden," Salo said. "It is also a very good way of getting to know our readers and finding new

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Inside this issue

Contest helps Swedish title more than double Facebook fans *page 2*

Macworld earns two Maggie Awards *page 2*

IDG wins Good Neighbor Award *page 2*

One on one: IDC Italy and IDC EU Consulting VP/General Manager Luisa Bordoni *page 3*

IDG Global Media Institute focuses on strategy, leadership *page 4*

Unsung hero: IDG Denmark's Daniel Mortensen *page 8*

Tools help IDG business units measure online influence

In a time when nearly everything can be counted, measured and analyzed, IDG editors, journalists, marketers, analysts and business units are using a variety of tools to measure their online influence, as well as that of their clients. Among the tools they are using to gauge social media buzz and influence are Klout (http://klout.com/corp/faq) and PeerIndex (http://www.peerindex.com/help/faq).

Klout, for example, measures people's influence on Twitter, Facebook and LinkedIn and identifies the most influential people on particular topics. An independent third-party source, Klout logs how often someone posts messages, how often the messages are reposted or retweeted and how much impact they have online by calculating their Klout score.

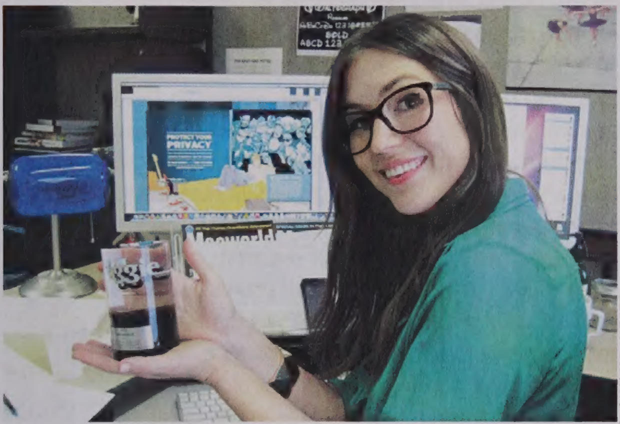
While considered a passing fad by some, others find it useful. "I use for it competitive benchmarking," said **Alexa Wriggins**, IDG Consumer & SMB VP, Audience Development and Analytics. "I have lists of brands and writers that I monitor to evaluate where we are over- or underperforming against the competition. In addition to indicating how influential an individual brand or person may be, Klout provides information on influential topics."

While she said she doubted that many in IDGC & SMB's audience care about the Klout scores of individual journalists, "advertisers might be interested," she said. "A high Klout score indicates that a media brand is a respected authority on the topics that it covers and is engaged in meaningful dialogue with its audience. Being able to tout a high Klout score in marketing materials or in a response to an RFP doesn't hurt either since a high score could serve as a signal to advertisers

continued on page 5

in brief

Macworld earns two awards from Western Publishing Association


IDG WORLD UPDATE

*Macworld Designer **Kate VandenBerghe**, who designed Macworld's Maggie Award-winning spread on privacy protection, with the award and the illustration on the monitor behind her.*

Macworld U.S. added two more Maggie Awards to its trophy shelf last month as the Western Publishing Association announced its 2012 Maggie Award winners at its 61st annual banquet in Los Angeles. Winners were chosen in 78 editorial and design categories from 1,200 entries from publications west of the Mississippi River.

Macworld took home Best Regularly Featured Web or Digital Edition Column/Consumer for "The Macalope" and Best Series of Editorial Illustrations/Trade & Consumer for its April 2011 story "Protect Your Privacy."

For more on the awards and the complete list of winners go to http://idg.me/KNRd9Q. WU

IDG wins Good Neighbor award

***Barbara Duphily** and **Michelle Chase** of IDG Credit and **Bryan Rusciano**, **Stephen Galeotalanza** and **Ellen Moorehead** of IDG World Expo show off the Good Neighbor award from United Way.*

IDG was one of a dozen companies honored by the United Way of Tri-County last month for its effort to provide needy children in the region with school supplies. Employees from IDG World Expo, IDG Corporate Services, IDG List Services and IDG Enterprise participated in the Toolz for Schools program and donated more than 50 backpacks stuffed with pencils, pens, markers, calculators, rulers, notebooks, dictionaries and other items requested by the United Way. IDG World Expo Event Marketing Sales Manager **Ellen Moorehead** attended the United Way's Recognition Breakfast on April 30 and accepted the award on behalf of IDG.

Month-long contest helps Swedish title more than double Facebook fans

*(L-R): Trollface **Daniel Sjöholm**, M3 editor-in-chief; **Andreas Ivarsson**, editorial manager; **Lukas Löfgren**, marketing coordinator; **Daniel Binett**, business manager; **Simon Arons**, mobile editor; **Erik Mathers**, art director; **Mikael Lindkvist**, technical editor.*

Last month staff at IDG Sweden launched an online contest designed to boost the number of Facebook fans for M3, the country's leading gadgets magazine for tech enthusiasts. The goal, according to **Lukas Lofgren**, marketing coordinator for M3 and a member of IDG Sweden's Social Media Group, was to propel M3 to the top of the Facebook fan heap at IDG Sweden. "When we started, M3 was in third place, behind Macworld and PC för Alla, but as of May 1, M3 had just under 10,000 Facebook fans compared with Macworld's 9,800 and PC för Alla's 5,900.

The contest consisted of a daily prize giveaway. The prizes, which were donated by partners and advertisers such as Samsung, Panasonic, Canon, Acer, Creative and Microsoft, included small electronics and gadgets (sound systems, smart phones, tablets, TVs and so on). To be eligible for the contest, users had to "like" M3 on Facebook, answer a simple question about that day's prize (e.g. "What's the name of the new computer in Acer's Aspire Timeline series?") and provide a brief statement explaining why they should win. Whoever answered the question correctly and provided the best rationale for winning was awarded the prize.

According to Lofgren, about 4,000 people participated in the month-long contest. "We more than doubled our fan base during the month and each day we reached more than 10 times as many people — 65,000 vs. an average of 6,000 — as we usually do," Lofgren said. "And the [Google metric] People Talking About This went from 400 to 3,200."

Contest participants who are not M3 subscribers will soon receive an offer for a discounted short-term subscription.

"This competition was the first of its kind here at IDG Sweden and we're very happy with the results," Lofgren said. "I've already gotten some inquiries from other brands about doing similar competitions. There's a lot to think about in terms of balancing Facebook's promotional guidelines with doing what is needed for optimal viral effect," he noted. Lofgren said they plan to evaluate all aspects of the contest, create a case study with guidelines and share it with other IDG Sweden brands that might be interested. He said he is also happy to discuss the project with any IDG business unit that might be interested.

For more information, contact Lukas Lofgren at lukas.lofgren@idg.se. WU

MacWorld retakes lead in Facebook fans

M3's Facebook fan promotion seems to have brought out the competitive spirit at IDG Sweden. Shortly after the contest ended, MacWorld sent an email to all of its newsletter subscribers asking them to like MacWorld on Facebook. The appeal worked and MacWorld squeaked past M3 with 200 more fans for a current total of 10,000.

one on one

Luisa Bordoni
The group vice president and general manager, IDC Italy and IDC EU Consulting, is this week's columnist. Reach her at lbordoni@idc.com.

> *"Clients keep choosing and renewing projects with us, and our revenue has grown double digit year-to-date, despite the fact that, for most of our current and potential clients, budgets have been cut compared to last year."*

Q What are the current IT and telecom market and growth prospects in Italy?

A Currently we expect a decline of almost 2% in 2012 both for IT and telecommunications. The decline results from opposite forces. On the negative side, like most of Europe, Italy has been suffering from a very high public debt, lack of financial liquidity, minimal GDP growth and very low investment confidence. This is basically all that is needed to keep IT spending frozen. In addition, Italy has been suffering from local inhibitors; here are two examples. The first is that we have among the highest company tax rates and highest employer social cost rates in Europe. These high taxes reduce enterprises' funding capabilities for new technology investment, much more so than what similar enterprises in the U.K., Germany, Nordic or even Spain have to deal with. The second is that our economy has a higher share of very small companies that are under-capitalized and cannot self-finance technology innovation initiatives, while the cost of borrowing is among the highest in Europe.

Despite all this, our current research confirms that the preparation of what we call at IDC "the Third Platform" (built on Cloud, Mobility, Big Data and Social) is much more under way than you might expect. Cloud is the most meaningful case. Our survey among some 2,000 Italian enterprises (50 or more employees) shows that at least one out of four companies have one or more active cloud projects in 2012, and for the other three companies the causes of delay are more related to longer replacement cycles and weak broadband infrastructure than to lack of interest. This is a very promising picture.

Q Please provide a snapshot of Italy's mobile market. Has there been increased client demand for research related to that category?

A The Italian mobile market has a mixed outlook too for 2012. While mobile voice services are down, mobile data services are slightly better (almost 2%), but the real growth is expected from mobile devices (smart phones +17%, tablets and readers +29%) and mobile applications (almost +40%).

Clients have definitely moved to a much closer monitoring of the local competitive environment. They look for offering and pricing updates, partner ecosystems, projects watch, market shares at a very granular level and mobile traffic forecast updates in order to anticipate the impact of broadband services regulations. Clients are also keen on our expectations on the rise of enterprise mobility and enterprise mobile security. These will be the core topics of our upcoming Mobility event on June 14 in Milan where we will be gathering best-practice mobility case studies as well as the insights of national Digital Agenda policy influencers.

Q What are a few examples of issues that are top-of-mind for IDC clients in Italy?

A It is really intriguing to see how IDC clients in Italy are reacting to this very negative business cycle — the worst ever since 2004 — by focusing even more aggressively on accelerating technology adoption.

Within the technology vendor community we experience issues related to aligning technology value messages to productivity and business benefits. Support on messaging often couples with demand for support in market awareness and lead generation initiatives targeted to technology as well as to lines of business functions. Within our IT user client base we are experiencing a growing demand for advice on technology adoption and innovation projects, especially around cloud. We work very closely with the EMEA Insights teams as well as IDC's core global technology domain analysts who visit the largest Italian users regularly. In the past couple of years we have developed another important client segment: regional and central government agencies. Government's growing attention to IT-based innovation, ROI optimization and green policies has opened major consulting opportunities for us around enabling public technology spending cuts focusing equally on maximizing benefits as well as savings.

Together with this shift in approach by our clients, we have experienced a growing distribution of consulting and marketing budgets across multiple executive roles within our client organizations. Add to this the facts that our clients' budgets are flat or declining and local competition is very aggressive and you have a fairly challenging environment for IDC Italy to play in. For this reason we have strategically focused on delivering highly relevant and objective consulting input and top-quality event services combined with the strong IDC brand in order to build our differentiation on excellence and achieve revenue growth. We have succeeded so far, as clients keep choosing and renewing projects with us, and our revenue has grown double digit year-to-date, despite the fact that, for most of our current and potential clients, budgets have been cut compared to last year.

Q What is IDC doing to pursue consulting business in the European Union?

continued on page 7

IDG Global Media Institute focuses on strategy, leadership

Nineteen managers from 13 business units and nine countries gathered in Boston earlier this month for the IDG Global Media Institute, a four-day training program designed to help leaders throughout the company explore the strategic issues and leadership challenges facing IDG.

IDG WORLD UPDATE

The Global Media Institute Class of 2012 (seated, l-r): VP/Publisher ***Adam Dennison****, IDG Enterprise; SVP/Industry Major Accounts* ***Michael Deutsch****, IDC; VP/Sales Advisory Practice* ***Michael Gerard****, IDC; Managing Director* ***Katherine Park****, IDG Korea; CEO* ***Christer Björkin****, IDG Sweden. (Standing, l-r): VP/Sales* ***Paco Panconcelli****, IDG Germany; Online Director* ***Stefan Huegel****, IDG Germany; Director of Ad Operations* ***Bill Rigby****, IDG Enterprise; VP/Associate Group Publisher* ***Brad McBride****, IT World Canada; Director International Sales* ***Michael Latchford****, IDG Global Solutions; Editor/Print* ***Dan Miller****, Macworld; Country Manager* ***Yuji Takei****, IDG Japan; Director GMS Engagement* ***Andy Fong****, IDC; CFO* ***Jaco van den Bosch****, IDG Netherlands; Executive Producer* ***Matt Goebel****, IDG Enterprise; Editor/Online* ***Phillip Michaels****, Macworld; Director IDG Business Media* ***Krzysztof Frydrychowicz****, IDG Poland; VP/List Management* ***Steve Tozeski****, IDG List Services; Editor-in-chief* ***Line Ørskov****, IDG Denmark.*

The group heard presentations from 22 IDG managers and executives; editorial panel participant Scott Kirsner from The Boston Globe was the only person from outside the company. In addition to business unit overviews of IDC, IDG Ventures, IDG TechNetwork, IDG World Expo and the International Controller's Office, the group learned about innovative projects from IDG Global Solutions and IDG Strategic Marketing Services, leadership, databases, custom research projects, mobile and how to thrive in the IDG culture. IDG Communications CEO **Bob Carrigan** and IDG CFO **Ted Bloom** also held Q&A sessions.

PIPER SHEER

IT World Canada's ***Brad McBride*** *(left) and IDC's* ***Michael Gerard*** *were among 19 participants selected by their managers for the Global Media Institute.*

"GMI is a fantastic chance to directly get in touch with top-notch IDG management, pick their brains on latest developments within the media marketplace and learn about the strategic outlook on IDG business," said **Stefan Huegel**, online director for IDG Business Media in Germany. "I really loved to get in touch with peers from all around the IDG universe and exchange ideas and how to successfully drive regional business. I will return to Germany with a bag full of inspiration for our mobile and custom publishing strategy."

"To be introduced to that many parts of our business is an eye-opener and has been educational well beyond my expectations," said IDG Denmark Editor-in-chief **Line Ørskov**. "It is impossible not to be impressed with the level of innovation going on. And it has been an absolute pleasure to get to know the rest of the attendees."

> ***"I will return to Germany with a bag full of inspiration for our mobile and custom publishing strategy."***
>
> ***— Stefan Huegel, online director, IDG Business Media***

IDG International Services President & CEO **David Hill**, IDG Research VP/General Manager **Janet King** and International Controller **Toby Hurlstone** — all of whom were featured speakers — also served as case study judges on the final day. They evaluated the mock business plans of four groups of GMI attendees who analyzed a case similar to challenges IDG business units encounter.

IDG Director of Training and Development **Laurie Butson**, who cohosted the program with IDG Communications SVP/Human Resources **Piper Sheer**, said this edition of the annual GMI was "spot-on. This was from both a participant perspective — they asked great questions of the speakers and each other, made relevant connections with the content and were thoughtful about how to bring ideas home — and from a speaker perspective, all of whom delivered highly targeted, relevant and timely information."

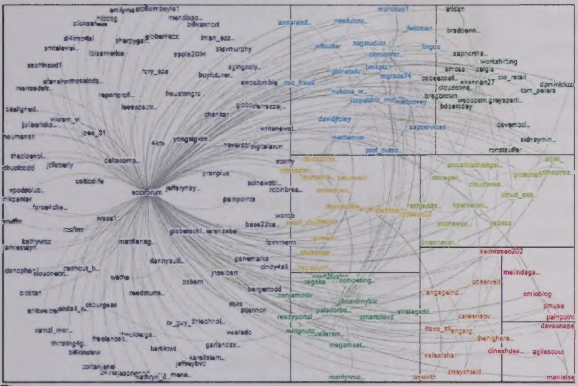
Write to laurie_butson@idg.com, piper_sheer@idg.com. WU

Measuring online influence

continued from page 1

and agencies of the brands that have a large influence in specific topic areas."

Brian Carlson, editor-in-chief of CIO.com cautioned against an over-reliance on touting Klout scores. "If you use it to market the brand by saying, 'Look at how high our editor's Klout score is!' then editors are going to work to improve those scores, not work to get real results, such as in-bound traffic from social media or higher levels of engagement from the user base." Carlson said he believed people should be measured on significant and trackable metrics focused around promoting IDG content, growing IDG's audience or improving engagement and the stickiness of IDG's content. "Klout scores don't equal traffic, names to our databases or revenue to our bottom line," he said.



G Strategic Marketing Services sed the open source tool NodeXL to show Hewlett-Packard how the Enterprise CIO Forum Twitter account (the cluster center left) connects to its followers. "By understanding how Twitter followers are connected, you can more efficiently and effectively leverage your audience," said **Colin Browning**, IDG SMS program developer. "For example if you hope to have a message retweeted, NodeXL shows which of the followers are connected to each other, forming bridges between major groups. These critical bridges between groups are the key to getting your message circulated quickly."

However, PC Advisor Editor **Matt Egan** said he believed social-influence measurement tools provide "a metric to judge social success. They're imperfect right now," he said, "but it's a lot better than simply relying on numbers of followers or, worse, traffic referrals. If nothing else they get editors thinking about the influence of the information they share over Twitter, rather than simply pushing links about and following people who are likely to follow back."

Egan noted that "it's important not to play at social media. It should be seen as another media at which editors have to excel." The key metric is engagement, he said. So rather than just broadcasting what a publication is doing on its website, "it's important to respond to comments and queries in a timely fashion, try to engage by provoking discussion and asking questions of the audience and offer a more personal, editorial view."

> *"[Social-influence measurement tools] are imperfect right now, but it's a lot better than simply relying on numbers of followers or, worse, traffic referrals."*
>
> *— Matt Egan, editor, PC Advisor*

Egan said that he encourages the PC Advisor editors to use Klout and PeerIndex. "It's important that individual editors see that they are brands in their own right and that social media is a platform all its own, related to but separate from online and digital publishing."

Both metric programs can offer insights, he continued, with Klout being good for "getting a handle on how far your influence reaches and on which topics you're perceived as an authority." He noted that PeerIndex is similar, "but I find it useful to help the PC Advisor editors understand how they rank with their peers."

Advertisers also care about a publication's social influence because it is a metric they can use to report on the success of failure of a campaign. "It is in our best interest to give them our numbers," Egan said. "When traditional advertising revenues are being squeezed downward, being able to offer a metric other than just reach is a differentiator for specialist brands such as ours."

Influence of clients' social media campaigns

Not only do IDG publications track their social media influence, IDG Strategic Marketing Services tracks the influence of clients' social media campaigns. IDG SMS Program Developer **Colin Browning** said the SMS team provides a wide range of client services from communities, such as the Enterprise CIO Forum it built for Hewlett-Packard (www.enterprisecioforum.com/) and the CIO Collaboration Network for Avaya (www.ciocollaborationnetwork.com/), to influencer/blogger programs, enhanced community threading and Twitter-based chat programs.

"Each of these can complement a client's existing social program," Browning said, "and help provide increased valuable content, credibility, awareness and reach to the target market."

Each SMS client program can be monitored, measured and analyzed using social media tools. Browning said SMS tries to ensure "a consistent, daily level of program activity, as well as direct engagement with the target market."

He noted that social influence measurement tool scores are not only based on how many followers a person or community has but the level and quality of activity that the account has. "We work with community managers or threaders in targeted communities that care deeply about the topics they write about and love to engage with the audience."

Browing said he and his team regularly use TwitterGrader, Klout, Technorati and Compete to identify the influential bloggers they work with and to evaluate their impact. "While collectively the ranking tools provide an accurate picture, we have found that relying on any one tool can be misleading," he said. "For example, Klout can be easily influenced by volume of tweets, and relying exclusively on that would cause us to miss some very good influential bloggers that have more of a niche in the security or storage markets."

Contact awriggins@idgcsmb.com, bcarlson@cxo.com, matt_egan@idg.co.uk or colin_browning@idg.com. WU

noteworthy people

New employees

New at **IDC China** in Beijing is Associate Market Analyst, Peripherals **Mandy Li**. She previously worked as a data analysis manager with E-Career (Beijing) Ltd. and holds a degree in business administration from Beijing University of Technology. *lhuiling@idc.com*

Lim

Vercilia Lim has been hired by **IDC Singapore** as senior human resources executive, Payroll Administration, initially managing payroll process and systems for IDC Singapore and IDC Malaysia with other country offices to be added later. She has 10 years' of experience in payroll outsourcing companies. In her free time she enjoys swimming. *vercilialim@idc.com*

Cheng

Also new at **IDC Singapore** is **Rachel Cheng**, senior market analyst for the Enterprise Server and Workstation group. In 10 years of experience in the server and storage markets she has widespread knowledge of sales, product and program marketing, business strategic planning and inventory management. She graduated from Kolej Damansara Utama in Penang, Malaysia, with a degree in computer science. Away from the office she enjoys Hong Kong and Korean television series and jogging. *rachelcheng@idc.com*

Lai

IDC Malaysia's Kuala Lumpur office has hired **Ryan Lai** as an associate market analyst with its Mobile Devices group. He was previously a research executive with Nielsen and holds a degree in marketing and mass communications from Simon Fraser University in Burnaby, British Columbia. An avid photographer, he also enjoys playing sports, especially soccer, when he is not "glued to the television during Saturday evening broadcasts of the English Premier League." *rlai@idc.com*

Tan

Also new at **IDC Malaysia** is **Hwee Xian Tan**, Telecommunications market analyst. He was previously a senior research executive with Kadence International and holds an M.A. in business administration and a B.S. in science from University Putra Malaysia. He is also an accomplished solo pianist. *hxtan@idc.com*

Minogue

After working as an independent consultant with **IDC New Zealand** for nearly a year, **Shane Minogue** joins the staff full time as a telecommunications market analyst. He earned an M.A. in research economics from Ireland's University College Cork and enjoys surfing and playing with a local soccer club. *sminogue@idc.com*

Calling all Noteworthies

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Mobile Hub talks analytics on May 15

The Mobile Hub community group will host a conference call on Mobile Analytics on May 15, 8 a.m. San Francisco time. View the call-in details on the group's page on www.idgcentral.com.

Sustainability

continued from page 1

subscribers for Miljöatuellt."

MiljöAktuellt
SLUTA DUCKA, REGERINGEN

Miljöaktuellt's circulation is about 25,000.

The theme of the April event, held at Stockholm University, was Solutions: A Call to Action. "For many years now, we've heard about the problems and challenges — environmental, social and ethical — in the field of sustainability," Salo said. "However, in the last few years there has been rise in best practices and profitable solutions for the sustainability industry. There was no reason to wait to take action." Salo created an agenda with the Swedish Association of Environmental Planners full of best practices in the field of sustainable business development, including management, innovation and eco-design and sales and marketing.

Salo said the audience was largely made up of sustainability and environmental professionals, strategists, business developers and C-level decision makers. Speakers and panelists came from the Stockholm Environmental Institute, the Rainforest Alliance, Invest in Change, IKEA and Nokia among other companies. Speakers and moderators encouraged attendees to use Twitter during the event, and Salo said "thousands of tweets" were posted by day's end.

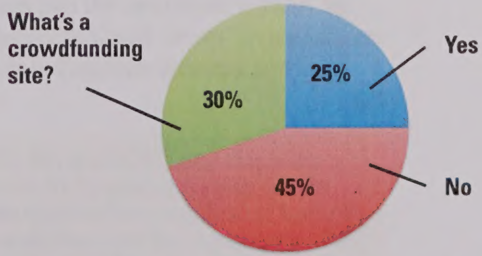
Coming largely from the sustainability field, exhibitors, who also acted as the event partners, according to Salo, included Fair Trade, the carbon asset management firm Tricorona; engineering consulting group COWI; and Nissan. "We know our partners gets new business and new connections from being at Sustainability Day," Salo said.

Sustainability Day was "an absolute success and very profitable," Salo said. In feedback attendees lauded the event for "the focus on leadership, "good lectures and networking" and "the questions that needed answering to raise sustainability."

Contact Mikael Salo at mikael.salo@idg.se. WU

Question of the Week results for May 7

Have you ever contributed to a crowdfunding site like Kickstarter?



Log on to www.idgcentral.com to vote on this week's question:

Do you think Mark Zuckerberg's hoodie-and-jeans ensemble is hurting Facebook's chances with potential investors?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Michelle Reyes *IDG Consumer & SMB*

21

Christopher Norman *IDG U.K.*

17

Nancy Koral *IDG Research Services*

15

Matthew Bennett *CIO U.K.*

13

Lionel Lamy *IDC U.K.*

12

Carmen Rodrigo *IDG Spain*
Jay Gumbiner *IDC Latin America*
Robert Mitchell *Computerworld*

11

Kevin Gerich *IDG Enterprise*

10

Rosa Penalva *IDC Canada*

9

Kyoung-Min Kim *IDC Korea*

8

Jed Scaramella *IDC*
Norihiko Seki *IDC Japan*
Carrie Matthews *CXO Media*

7

Alan Louie *IDC*
Koichi Sato *IDC Japan*

6

Patrycja Dziedzinska *IDG Poland*

5

Jillian Gardner *IDG HR*
Jorge Umana *IT World Canada*

4

Kieran Fitzpatrick *IDG Consumer & SMB*
Marissa Berenson *IDG Int'l Publishing Services*
Robert Rebecchi *IDG Corporate Services Group*

3

Francisco Kamisaka *Now! Digital Business*
Meg Sullivan *IDG Enterprise*
Cheryl Looi *IDC Malaysia*

2

Rikke Waldorf Jensen *IDG Denmark*
Ashna Beek *IDG Netherlands*

1

Lucas Rodriguez da Silva *IDC Brazil*
Pamela Lobato *IDC Mexico*
Lutz Pelzi *IDG Germany*
Dominic Webb *IDC U.K.*
Martin Lundqvist *IDG Sweden*
Patrick Budmar *IDG Australia*
Chanelle Tan *IDG Australia*
John O'Brien *IDC Canada*
Naomi Anderson *IDG Enterprise*

Zoom.nl takes theme to the airport

The staff of IDG Netherlands' Zoom.nl announces each new issue with a photo on the brand's Facebook page. The May edition is a special issue on travel photography, and an embossed image of a Dutch passport is on the cover.

In keeping with the theme, Zoom editors approached the Customs department at Amsterdam's Schiphol Airport for some assistance, and they "willingly cooperated," said Zoom.nl Editor **Robert Theunissen**.

Zoom.nl clears customs.

The Facebook post says: "The special issue of Zoom.nl on travel photography has entered the country. The Customs official lets it pass with a smile. It'll hit the shops this Friday."

Write to robert@zoom.nl.

One on one

continued from page 3

A The EU Consulting team, led by Associate VP EU Consulting **Gabriella Cattaneo**, is responsible for winning and managing IDC's consulting projects with the EU Commission. These projects typically focus on the assessment of the impact of the EU technology policy initiatives or the advice on new policy measures to strengthen the competitiveness of European technology industry and accelerate innovation in the economy.

The team identifies the best promising bids, lines up the best team of IDC and Insights key domain analysts and external economic research partners and prepares very thorough, articulate and timely proposals. Proposal preparation is important because the EU Commission rates all proposals in terms of technical competence, relevance and methodology robustness and these evaluations contribute to build IDC's quality perception. For the awarded projects, together with supervising and coordinating the preparation, the team's key contribution is to translate the in-depth knowledge of IDC and Insights research (typically developed for technology vendor and users) in the forms and language that are better fit for the needs of industry policy makers.

Q What is the size of IDC EU consulting business? Is that on the rise?

A We more than doubled our business in the past six months reaching around $1.8 million in year-to-date bookings. The successful track record with past projects, the high quality of our bids (even those that we lost) and the thorough work of IDC and Insights analysts helped establish a very strong credibility for IDC, especially among the officers of the EU Directorates of Information Society, Energy, Internal Market and Services, and Enterprise and Industry.

This higher credibility helped us win new bids especially around the topics of energy/green, skills shortage, cloud, embedded systems and semiconductors. These new projects are raising the visibility of IDC as a key advisor for policy making, as we are now invited to several industry policy sessions of the European Commission. One example is the next EU Digital Agenda Assembly that will take place June 21-22 in Brussels, where IDC will join the workshop "Clouds for Europe: From Cloud-Friendly to Cloud-Active" in preparation for the Commission's future European Strategy on Cloud Computing.

For more information on IDC Italy and IDC EU Consulting operations contact Luisa Bordoni or the following colleagues: Director, IT Research **Fabio Rizzotto** (frizzotto@idc.com), Director, Telecommunications Research **Daniela Rao** (drao@idc.com), Director, IMP/Events **Marco Tennyson** (mtennyson@idc.com), Director, Sales **Barbara Cambieri** (bcambieri@idc.com) and Associate VP, EU Consulting **Gabriella Cattaneo** (gcattaneo@idc.com).

profile

unsung hero

*IDG Denmark COO **Karsten Bundegaard** nominated **Daniel Mortensen** as his group's Unsung Hero, saying that he plays, "a leading role in our database business, which account for nearly 20% of IDG Denmark's total turnover, a number that's constantly improving. Daniel's professional work has contributed to this."*

Name
Daniel Mortensen

Home
Copenhagen, Denmark

Tenure
I joined IDG in 2010. My career at IDG really started in 2008 when I wrote my master's thesis on IDG Denmark as a business case.

Current title
Product manager.

Job responsibilities
I manage the lead generation and e-mail direct marketing businesses, which involves everything from product development, monitoring the permissions database and executing and selling campaigns.

Three things I do in a day's work
- Interact with the web development department and its coordinators, making sure that all campaigns are executed correctly and all leads are delivered by deadline.
- Talk with customers to define their expectations so we can match their requirements to the campaigns. Expectation management is a big part of the lead generation business.
- IDG Denmark's events business is also an important part of my job, because the permissions database is a major tool in getting the right attendees for our events. So I plan and execute e-mail marketing to get the desired quality and quantity of attendees to our events.

What I love most about my job
Lead generation is a relatively new marketing form in Denmark and therefore I have to learn by doing. I love working with all my colleagues who are working to reach IDG's common goals.

A hot-button issue I'm dealing with
Will our current database system be sufficient in taking lead generation into the new era of marketing automation or do we have to get a new one? To make the right decision requires a lot of research in the local market as well as with IDG colleagues in other countries.

*Product Manager **Daniel Mortensen** said his career at IDG Denmark really started in 2008 "when I wrote my master's thesis on IDG Denmark as a business case."*

Latest accomplishment
Setting up the processes that converted newsletter subscribers from IDG Denmark's two newly acquired media brands (CRN and ComON) to our permissions database. This was an important part of making lead generation and e-mail direct marketing successful for the two new brands.

Career highlights
Growing the lead generation and e-mail direct marketing business at IDG Denmark from almost non-existent in 2010 to one of the most crucial business areas in 2012.

What I'm doing to be a better employee
I strive to be a positive person who's always willing to help and to share my opinions. It's important for me that the work environment is positive and that all my colleagues are motivated to reach common goals.

Interests outside the office
I spend time with my girlfriend, my friends or visiting my family. I'm training for a marathon, but I also play squash and football. During holidays I go snowboarding in the Alps; it's the perfect way for me to relax.

What others can't tell by looking at me
That I've only been living in Copenhagen for six years. But when I start speaking, you can tell that I'm from Denmark's second biggest city, Århus, where we have a slightly more "sophisticated" accent. I love Copenhagen, but I spend a lot of my spare time supporting my favorite football team, Århus's AGF.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Luisa Bordoni	*IDC Italy*
Colin Browning	*IDG SMS*
Laurie Butson	*IDG*
Brian Carlson	*IDG Enterprise*
Matt Egan	*IDG U.K.*
Lukas Lofgren	*IDG Sweden*
Lennard Hoogenraad	*IDG Netherlands*
Ellen Moorhead	*IDG World Expo*
Daniel Mortensen	*IDG Denmark*
Mikael Salo	*IDG Sweden*
Piper Sheer	*IDG Communications*
Robert Theunissen	*Zoom.nl*
Alexa Wriggins	*IDG Consumer & SMB*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

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WWW.IDGCENTRAL.COM

IDG Sweden puts focus on mobile with all-day program

Employees throughout company take part in function-specific mobile sessions

While mobile has been a key focus for IDG Sweden for several years now, it has been the company's development team, which has created apps and mobile site templates for each of the brands, that has been most deeply involved. However, as mobile continues to gain in importance, that is about to change.

"Mobile has been run as a central initiative at IDG Sweden for the past few years with little or no involvement from the people working with the brands," noted Head of Mobile **Pontus Jeppsson**. "This has been a successful strategy as it allowed us to take leadership in mobile even though most of the editorial teams haven't had the time or resources to do any dedicated mobile work."

However, the growing importance of the mobile platform is causing the company to rethink that strategy and encourage all 200 employees — whether they work in editorial, sales, events, marketing, design or business development — to incorporate mobile into their thinking and planning.

To that end, IDG Sweden held its first Mobile Day earlier this month to educate and involve every employee in considering how their brand is presented in mobile

continued on page 4

ARTHUR PAYNE

The day began with an all-employee general session that featured a speaker from the mobile marketing bureau that has helped design IDG Sweden's mobile sites.

Inside this issue

Avaya's iPad-based sponsorship for German brands extended, improved *page 2*

IDG Global Solutions replicates Avaya program for two U.K. sites *page 2*

IDG U.K. up for two AOP awards *page 2*

One on one: IDG Netherlands Managing Director Lennard Hoogenraad *page 3*

Computer Sweden's special section targets college students *page 5*

Chris Kanaracus earns IDG News Service award *page 7*

Unsung hero: IDG Germany's Christian Merkel *page 8*

DEMO formally announces expansion into Africa

IDG Enterprise's DEMO conference continued its international expansion with this month's announcement of DEMO Africa 2012 slated for Oct. 24-26 at the Kenyatta International Conference Centre in Nairobi, Kenya.

Working with IDG Enterprise's DEMO team will be African eDevelopment Resource Center, publishers of CIO East Africa and an IDG licensee since 2008. Center Director **Harry Hare** will be the executive producer of DEMO Africa and will work with an advisory committee to select the companies invited to show their products at the event.

Also working with the DEMO team is the newly announced Liberalizing Innovation Opportunity Nations (LIONS@FRICA), an alliance aimed at mobilizing and enhancing the start-up environment across the continent. The DEMO Africa announcement was made at the World Economic Forum on Africa in Addis Ababa, Ethiopia.

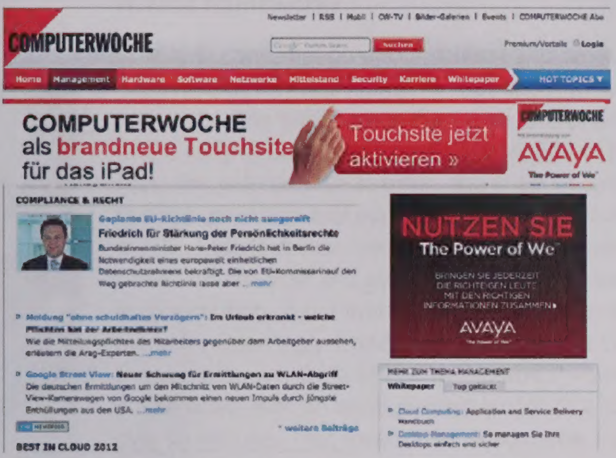
***Harry Hare** (left), director of African eDevelopment Resource Center and executive producer of DEMO Africa, with Thomas Debass, special representative for Global Partnerships Office, U.S. Secretary of State.*

"With more than 50 countries, Africa is emerging as a hotbed for technology and innovation," said

continued on page 5

in brief

Avaya's iPad-based sponsorship for German brands extended, improved


Newsletter | RSS | Mobil | CW-TV | Bilder-Galerien | Events | COMPUTERWOCHE Abo
COMPUTERWOCHE
Suchen
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Login
Home
Management
Hardware
Software
Netzwerke
Mittelstand
Security
Karriere
Whitepaper
HOT TOPICS
COMPUTERWOCHE als brandneue Touchsite für das iPad!
Touchsite jetzt aktivieren »
COMPUTERWOCHE
AVAYA
The Power of We
COMPLIANCE & RECHT
Geplante EU-Richtlinie noch nicht ausgereift
Friedrich für Stärkung der Persönlichkeitsrechte
NUTZEN SIE
The Power of We
BRINGEN SIE JEDERZEIT DIE RICHTIGEN LEUTE MIT DEN RICHTIGEN INFORMATIONEN ZUSAMMEN
AVAYA
weitere Beiträge
BEST IN CLOUD 2012

iPad users who visit either the Computerwoche.de or Tecchannel.de sites will see this "Flash-like" animated banner ad created with Adobe's new Edge technology. Clicking on the ad will take users to the Avaya touch site. Previous ads were "somewhat old-fashioned-looking" animated gifs, explained ***Karsten Linde****.*

IDG Global Solutions recently sold Avaya a three-month extension of a unique iPad-based exclusive sponsorship, launched by IDG Business Media in February. Built on a mobile platform from a company called Onswipe, the Avaya touch site offers users an interactive, "swipe-able" website, according to **Karsten Linde**, director of mobile business at IDG Business Media. For this second iteration of the program, the team has continued to push the innovation envelope and is using a free, pre-beta version of Adobe's new Edge technology to create animated, "Flash-like" banners that will link iPad users to the Avaya site.

"Our intent is to underscore Avaya's message of innovation and boost user awareness of the program by using these animated, rich-media ads that iPad users are not used to seeing because iOS does not support Flash," Linde said. The ads are served to iPad users who visit the Computerwoche.de or Tecchannel.de websites.

Linde worked with a third-party to create the banner ads, which were integrated into the company's Google DART ad server. The process, which took about a week, was a collaboration between IDG Business Media's sales, web management and ad management teams, he noted.

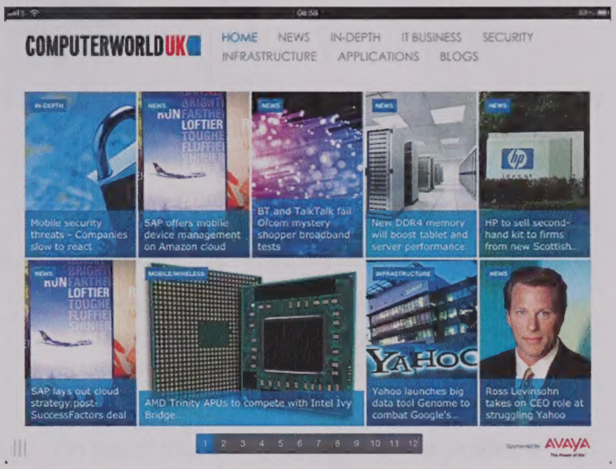
For more about the Avaya touch site campaign, see "IDG's global strength powers customer's iPad campaign," IDG World Update, Feb. 27, 2012, http://idg.me/Lv9AGz. Or contact Karsten Linde at klinde@idgbusiness.de.

IDG Global Product Line Meeting set for Oct. 1-4 in Boston

The planning process is under way for the IDG Global Product Line Meeting, slated for Oct. 1-4 at the Marriott Copley Place in Boston. Delegates from global subsidiaries and license partners will be able to network and exchange ideas about many facets of IDG's business. The agenda, still under development, will showcase innovative IDG products and services on hot topics such as mobile, social media, databases and events, with a focus on revenue-producing initiatives.

If you are interested in attending, please speak with your business unit manager. A registration link will be available by mid-July.

IDG Global Solutions replicates Avaya program for two U.K. sites


COMPUTERWORLDUK
HOME
NEWS
IN-DEPTH
IT BUSINESS
SECURITY
INFRASTRUCTURE
APPLICATIONS
BLOGS
IN-DEPTH
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Mobile security threats - Companies slow to react

SAP offers mobile device management on Amazon cloud

BT and TalkTalk fail Ofcom mystery shopper broadband tests

New DDR4 memory will boost tablet and server performance

HP to sell second-hand kit to firms from new Scottish...

SAP lays out cloud strategy post-SuccessFactors deal

AMD Trinity APUs to compete with Intel Ivy Bridge..

Yahoo launches big data tool Genome to combat Google's...

Ross Levinsohn takes on CEO role at struggling Yahoo

Onswipe, a New York company, provided the platform for the Avaya iPad sponsorship for IDG brands in Germany and the U.K.

In addition to extending its very successful touch site campaign in Germany for another three months (see article at left), Avaya signed on to be the exclusive launch partner for a three-month touch site program in the U.K. Virtually identical to the German program, according to IDG Global Solutions Director, International Sales **Michael Latchford**, the touch site went live in the U.K. on May 21. Readers who visit either Computerworlduk.com or Techworld.com via an iPad, will see banner ads that will link them to the Avaya touch site.

After successfully pitching the idea to Avaya, Latchford connected with IDG U.K. Sales Manager **Steve Marshall** and IDG U.K. Head of Mobile **Paul Trotter**, who are managing the program locally. IDG Business Media Director of Mobile Business **Karsten Linde**, who oversaw the German program on behalf of Avaya, shared program details and provided an introduction to Onswipe, the New York-based company that provides the platform on which the touch site is built.

Contact Michael Latchford at michael_latchford@idg.com, Steve Marshall at steve_marshall@idg.co.uk or Paul Trotter at paul_trotter@idg.co.uk.

IDG U.K. up for two AOP Awards including best Digital Publisher

IDG U.K. has been shortlisted as Digital Publisher 2012 — Business in this year's most prestigious U.K. awards for digital publishing. **Kit Gould**, managing director of IDG U.K., commented "In recent years our success as a business has made us the leading tech publisher in the eyes of U.K. advertisers and visitors. It is very pleasing to see this also recognized by our publishing peers."

Macworld U.K.'s ground-breaking app, Macworld Express, is also nominated for the Best Use of Mobile Award. **Mark Hattersley**, Macworld U.K.'s editor-in- chief said: "We are very proud to hear that our Macworld Express app has been nominated for an award. There are a lot of extremely creative people on the Macworld team who worked exceptionally hard on crafting the iPad app. We were overjoyed with the end result, and we do it first and foremost to make our readers happy, but it's always a good feeling to get recognition from the industry we work in."

The winners will be announced on July 19.

one on one the interview

Lennard Hoogenraad
The managing director of IDG Netherlands is this week's columnist. Reach him at lhoogenraad@idg.nl.

> ***"At the beginning of this year we made some pretty bold investments in our lead gen team.... Lead gen is in good shape now, delivering great results and ready to deliver more."***

Q IDG Netherlands has recently formed a "Video Champions" group. Can you explain the group's purpose and how it works within the IDG Netherlands framework?

A Mobile consumption of our content and services is growing at very rapid pace. Already about 27% of our total online traffic comes from a mobile device where roughly 50% is apps and 50% mobile websites. This will continue to grow, and in about two to three years over half our traffic is expected to be mobile. Mobile devices are very well suited to watch video, and the time and place of use of mobile devices (commuting, in the evening, etc.), makes the demand for video high. ComScore research in the U.S. showed that over 84% of internet audience views online video, with an average video length of a little over six minutes. That means that video makes up for a big portion of time people spent online.

Video has a high level of engagement and click-through rates for video ads are still high; at about the same levels bannering was 10 years ago. Advertisers have not really found their way into video advertising yet, but this will certainly be the case over the coming period.

This all means that we need to start experimenting with video in the broadest sense. No only creation and publishing but also in building a solid business case where we have the challenge of a relatively low number of views in IT niches and high production costs.

To make sure that the business units do not invent the wheel all over again we founded a "Video Champions" group. It has representatives (Champions) from all business units, and the goal is to share information, best practices and give input on shared resources like a small studio, video CMS, DoubleClick implementation and reporting, sales collateral, etc.

Q What is the May Mobile Madness campaign?

A We want to bring our mobile properties to the attention of our advertisers and at the same time position IDG as a thought leader in this field. During the month of May our sales teams have been doing presentations with our bigger clients and agencies. We talk about the development of mobile (also making good use of the mobile survey IDG is doing), IDG's mobile assets and present some interesting case studies as food for thought.

Besides that we have come up with some package offers where advertisers can try mobile. "MoreMobile" will give them a summer discount of 30% during July and August and "Back2Work" is a campaign that will run in September.

Q What sort of success are you having with lead gen?

A At the beginning of this year we made some pretty bold investments in our lead gen team. We hired a new lead gen product manager, a marketer and two in-house telemarketing professionals. On top of that we put a new process in place and streamlined procedures for lead gen campaigns.

The results have been absolutely great and the team has been delivering lead gen campaigns 100% on time without having to buy any leads outside of IDG Netherlands.

On top of that our database of usable profiles is growing as expected and the 'Insider' program (similar to the Computerworld U.S. model) that will go live in July will boost that even further. Lead gen is in good shape now, delivering great results and ready to deliver more.

Q What is the "family of brands" strategy that you are rolling out in B2B?

A The family of brands strategy will ensure more synergies between all business brands in editorial, marketing and sales. This means there will be one Insider program, one CMS, one database, SMS and one lead-generation program overarching all brands. Also from an editorial perspective, all brands will work much closer together, bringing the IT community the right content (being either news or background and opinions), at the right time with a focus on usability. This while consolidating brand value and positioning, of course.

Q What about events?

A There really is a shift in events with more and more focus on smaller (face-to-face) events. We have been really successful with the CIO dinners where we outperformed the expectations of both our customers and the attendees. Follow up has been great, and we expect to do more dinners than last fiscal year.

The first edition of the CIO Summit, which we organized together with IDC, was also very well received by the more than 100 CIOs attending and the sponsors. We are already working very hard on the second edition of the CIO Summit that will take place in early 2013.

continued on page 6

Mobile Day

continued from page 1

sites and apps.

The event got under way with an all-company breakfast during which the only outside speaker of the day — Emil Salonen, CEO of Mobiento, a mobile marketing bureau that has helped design IDG Sweden's mobile sites, spoke on the topic of "Mobile First."

PHOTOS BY ARTHUR PAYNE

Computer Sweden Editor-in-chief ***Jörgen Lindqvist*** *(standing) participated in the session in which editors and business managers presented their mobile business plans.*

The remainder of the day consisted of seven sessions, each led by an IDG Sweden manager and focused on a different aspect of mobile strategy. While each session was targeted at employees in a specific job function, all employees were welcome to sit in on any session. These included:

What do mobile readers want?

Target group: all editorial staff. Led by Mobile Project Manager **Anders Engström**, the discussion focused on ways to better serve readers and users of mobile sites and apps.

Event Project Manager Yasmin Tilles led a session on how mobile products can enhance attendees' event experiences.

Mobile marketing

Target group: marketing, circulation, audience development. **Christer Pettersson**, marketing manager/B2C, led a discussion on how the mobile platform can be used to market IDG Sweden's own products: sell subscriptions, attract visitors to events, and so on.

IDG Sweden's mobile strategy for FY13

Target group: everyone. The managers responsible for each brand presented their mobile goals and strategies for the next fiscal year. The purpose of this exercise was to have the managers listen and learn from each other, as well as encourage them to develop a mobile strategy recognizing that mobile is something they have to relate to today, not at some point in the future, Jeppsson explained. This session was led by **Sven-Erik Remmare**, VP/Special Media, and **Fredrik Agrén**, publisher.

Better events with mobile

Target group: anyone who works on events. Led by **Yasmin Tilles**, project manager events, participants in this session brainstormed various ways to incorporate mobile products and services to enhance the entire event experience.

Responsive design at IDG

Target group: developers. The development team looked at one of IDG Sweden's sites and talked about what it would take to make the site responsive. The workshop resulted in a pre-study, and Jeppsson said there is a good chance that the team will follow up and implement the project. The session was led by Anders Engström

Clients talk about why they choose mobile advertising

Target group: sales reps and business managers. A panel moderated by Jeppsson, and including two clients and IDG Sweden Mobile Sales Manager **Jenny Elmqvist,** discussed the opportunities and challenges presented by mobile advertising.

Designing for mobile

Target group: art directors and designers. Led by **Marie Sörberg**, mobile designer, this discussion centered on how to design a brand for all channels — from mobile to print.

In conjunction with Mobile Day, the company also announced a contest in which employees are being invited to submit ideas for a new mobile service that IDG Sweden can create. The contest is open for three weeks, at the end of which time, a judging panel consisting of **Christer Bjorkin**, CEO, **Jenny Elmqvist** and Jeppsson will evaluate the suggestions and select a winner. The winner will receive a Nokia Lumia 800. To date, more than 30 ideas have been submitted.

In addition, the sales staff had a special focus on mobile during the week and presented clients with a special mobile offer that resulted in approximately US$35,000 in mobile ad sales. Equally important, noted Jeppsson, "it had everyone thinking and talking about mobile among themselves and with their clients."

A survey conducted after Mobile Day was encouraging said Jeppsson, with 84% of employees rating the day as a whole as "good" or "very good," and 95% said that Mobile Day gave them new ideas or inspiration on how to work with mobile.

For more information, contact Pontus Jeppsson at pontus.jeppsson@idg.se.

LIONS@FRICA partners aim to inspire innovation

Joining DEMO in the LIONS@FRICA partnership are the U.S. Department of State, Microsoft, Nokia, African Development Bank, USAID and Global Entrepreneurship Week.

Six of the world's 10 fastest-growing economies over the past decade are in sub-Saharan Africa, including Angola, Nigeria, Ethiopia, Chad, Mozambique and Rwanda. Internet usage across Africa has grown faster than on any other continent. LIONS@FRICA seeks to capitalize on this growth and create new opportunities in sub-Saharan Africa by providing a platform designed to inspire and challenge African innovators and entrepreneurs.

U.S. Department of State Special Representative Kris Balderston said, "We see the LIONS@FRICA platform as an innovative way to build and deploy strategic economic partnerships between African and global players to strengthen Africa's startup and innovation ecosystem, promote and facilitate new investments, and foster innovation business models."

DEMO Africa

continued from page 1

Neal Silverman, IDG Enterprise SVP and General Manager, DEMO. "DEMO Africa 2012 allows for a collaborative environment where leading minds and companies from African nations can come together to gain exposure on a global level."

WORLD ECONOMIC FORUM
SILVERMAN

IDG Enterprise SVP and General Manager, DEMO ***Neal Silverman*** *announces DEMO Africa 2012 at the World Economic Forum on Africa in Addis Ababa, Ethiopia.*

Hare said that as DEMO Africa's executive producer he will be responsible for the overall leadership of the event. "As executive producer, I am the conductor of the orchestra. Directing the performance and unifying the teams, setting the themes, executing clear preparations and making sure we have a high-quality, high-value event for both the launch companies and the attendees."

Hare added that he and the advisory committee are looking for "the Next Big Thing out of Africa. This could be the next Facebook or Google. We want the most innovative products that solve real problems to launch at DEMO Africa. Innovation, impact and ability to scale will be the key criteria in identifying companies that will be invited to launch here."

Hare said he has seen many potential demonstrators' products to date and will continue to vet even more. "I believe we will be able to discover and unearth some really cool companies that will make an impact in the industry. The DEMO Africa launch pad is really exciting and powerful."

Silverman said he expected DEMO Africa will give approximately 40 emerging and established African companies an opportunity to launch their products on stage to an audience of IT entrepreneurs, investors and journalists in six-minute and 90-second presentations. The event will also act as a platform for companies outside the region looking to launch in the African market. Silverman said he expects DEMO Africa to draw an audience of between 400 and 500 attendees, including venture capitalists, corporate buyers and journalists.

Companies launching products at any DEMO event are provided with presentation coaching, a dedicated DEMO public relations team, a turnkey exhibitor station with signage and online hosting of their six-minute launch video and profile on VentureBeat.com, a news site for venture capitalists and entrepreneurs, and on selected IDG Enterprise properties.

DEMO China will be held this August in Beijing; DEMO Brazil 2012 will be held Sept. 3-4 in São Paulo and DEMO Fall 2012 Oct. 1-3 in Santa Clara, Calif.

For more information go to www.demo.com. For more information on LIONS@FRICA go to http://meetthelions.org/ or follow it on Twitter at #meetthelions.

Computer Sweden targets technical college students with special section

The staff of Computer Sweden reached out to potential future subscribers this month by publishing a special section targeted to college students. An additional 9,000 copies were printed for students at 20 of the country's technical colleges.

Editors **Linus Larsen** and **Daniel Goldberg** produced 24 pages of tips and tricks on how to research, prepare for and, ultimately, be hired for the best IT jobs in Sweden.

Computer Sweden Business Manager **Hampus Lindberg** said the team decided to integrate the student section within the magazine, rather than produce it as a stand-alone issue, in order to save costs and reap a better profit margin. "We were very glad to see the issue be such a success from commercial, marketing and reader perspectives," he said. The special issue brough in about 35% more revenue (US$35,000) than a typical issue.

The staff plans a similar special section in September/October.

Computer Sweden is published Tuesdays and Fridays and has a circulation of 40,000, with an estimated pass-along readership of an additional 20,000.

Write to hampus.lindberg@idg.se.

CS student
Så fixade vi drömjobbet

Computer Sweden Business Manager ***Hampus Lindberg*** *and Marketing Manager* ***Catarina Kjällstrom*** *display the recent issue that included a special college student section.*

noteworthy people

New employees

Balfour

Alison Balfour joins **IDG Strategic Marketing Services**' Framingham, Mass., office as a program coordinator. Previously an online sales representative with CentralMassNews.com, she holds B.A. in music from the University of Massachusetts/Lowell. Away from the office she volunteers at a senior center, teaches beginning piano and enjoys photography, gardening and following the Boston Red Sox. *alison_balfour@idg.com*

New at **IDC Canada** is **Jitesh Ubrani**, research analyst for Worldwide Mobile Phone and Mobile Apps Tracker. He was previously a territory routing analyst with Consumer Impact Marketing, where he optimized sales territories to help reduce costs and maximize coverage. He holds a B.S. in commerce from Ryerson University in Toronto and enjoys video games and comics and recently began riding a motorcycle ("I'm still not that good at it.") *jubrani@idc.com*

Rodriguez

IDG WORLD UPDATE

A part-time intern and editorial assistant at **PCWorld** while he completed his B.A. in liberal studies at San Francisco State University, **Armando Rodriguez** joins the staff full time as an assistant editor. In his free time he enjoys "surfing the Web, playing video games and not getting out much." *arodriguez@pcworld.com*

Rejano

New at **IDC Philippines** in Manila is Associate Research Editor **Alon Rejano**. He will be editing documents for the EMEA PS&T support team. He holds a B.A. in mass communications from University of Santo Tomas in Manila and enjoys badminton, volleyball and Scrabble. A member of AB Dance Synergy, he also enjoys singing and acting. *aarejano@idc.com*

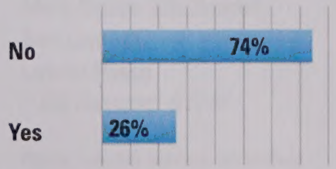
Newton

Previously a special projects manager with Haymarket Media Group, **Michael Newton** joins **Macworld U.K.** as a senior account manager. A "big Arsenal fan," he has "a very active social life – sometimes a little too active!" *michael_newton@idg.co.uk*

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Question of the Week results

Do you think Mark Zuckerberg's hoodie-and-jeans ensemble is hurting Facebook's chances with potential investors?



Log on to www.idgcentral.com to vote on this week's question:
Do you think former Yahoo CEO Scott Thompson's departure due to misreprestation of his college major was the right move or an overreaction?

One on one

continued from page 3

B2C events (Zoom.nl) have been challenging this year, but the team really gives it everything they've got. Here we really see a big impact of the poor economic situation with consumer trust being extremely low and consumer spend down.

Q **I understand that IDG Netherlands is producing a new event, the National Privacy Debate, next month. Can you tell us a bit more about what this is and how it will work?**

A All major developments in IT, like cloud computing, virtualization, big data, social, mobile and the internet of things drive the importance of privacy and security, which means that these are hot issues these days. These concern not only IT managers but also governments, companies and even individuals. This calls for a broad discussion on privacy, and therefore Webwereld is organizing the Dutch National Privacy Debate.

It consists of a series of pre-webcasts where different opinions on a series of subjects are brought to the attention of the viewers. These five webcasts are made available one by one; the first on May 8 and the last one on June 6,

Then on June 11 the live webcast takes place in front of a small (100 people) selected audience at the World Forum in The Hague. This live webcast will be featured on our own websites but is expected to get attention on the websites of other media — like Z24 and nu.nl — as well.

We have great speakers and sponsors and expect to make it a success. To get a preview go to http://nationaalprivacydebat.nl/. If this proves to be a successful concept and business case, it could be duplicated for other subjects like the National Virtualization Debate.

Q **What business book have you read recently that you would recommend?**

A I just finished *Flip the Funnel* by Joseph Jaffe. A great book that really makes you think about customer satisfaction and engagement, retention and how your customers generate new business. It's about going from AIDA [Attention, Interest, Desire, Action], which is the traditional funnel, to ADIA. Read it, you'll love it! WU

Get social on IDG Central

The "What are you working on?" feed on the home page of www.idgcentral.com is a quick way to share what's going on in your day, see what's up around the IDG world, or ask a question that a colleague somewhere might be able to help out with. You can reply to any posted comments. Check it out!

While you're on IDG Central, click on the My Profile on the Home tab and add a profile photo and biographical information. You can also change your IDG Central password from My Profile to create something more easily remembered.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Michael Deutsch *IDC*

24

Vicki Peilen *IDG Consumer & SMB*

22

Many Tse-Wong *IDG*
Adele Lee *IDC*

18

Jim Sullivan *IDG Int'l Publishing Services*

17

Caryn Bousquet *IDC*

16

Jim Wescott *IDC Canada*
Julie Ross *IDC Canada*

15

Toby Hurlstone *IDG Int'l Controller's Office*
Avneesh Saxena *IDC Hong Kong*

14

Joyce Chutchian *IDG Enterprise*
Robert O'Donnell *IDC*

13

Danielle Cyr *CXO Media*
Denise Watzema *IDG Netherlands*
Jonathan Guloyan *IDC*

12

Bill Rigby *IDG Enterprise*
Leigh Mills *IDG*
Carla Arend *IDG Nordic/Denmark*
Thomas Heim *IDC*

11

Terese Patterson *IDG*
Tony Leung *IDG Consumer & SMB*

10

Jan Larsen *IDC Nordic/Denmark*
Raul Ceja *IDC Mexico*

Shatini Singh *IT World Canada*
Sonia Singh *IT World Canada*
Ruthbea Clarke *IDC*
Maureen Magee *IDC*

8

Carrie Mathews *IDG Enterprise*

7

Joyes Lim *IDC Singapore*
Elzbieta Kurtyka *IDG Poland*

6

Victor Chong *IDG U.K.*
Maureen Fleming *IDC*
Larry Fauscette *IDC*

5

Lyn McNicol *IDG U.K.*
Leo King *Computerworld U.K.*
Ramesh Babu *IDC Singapore*
Jennifer Finn *CXO Media*
Eliza Chue *IDG Strategic Marketing Services*
Marcos Iuato *Now!Digital Business*

4

Yun Hwa Choi *IDC Korea*
Vijay Sundararaman *IDC Singapore*
Marc DeCastro *IDC*

3

Tim Dean *IDG Australia*

2

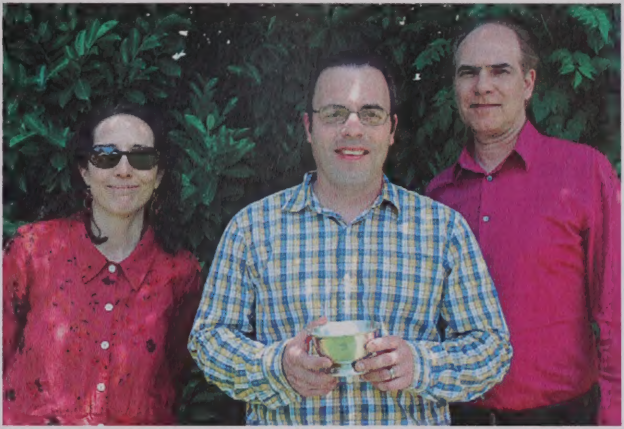
Ragnathan Mudaliar *IDC Australia*
Jennifer Ren *IDC China*
Jennifer Mariani *IDG Enterprise*
Tammy Yu *IDG Enterprise*

1

Balesh Rudragol *Center for Consultancy & Research/India*
Lissa Piscopo *IDG Enterprise*
Chris Pinczel *IDC Canada*
Peter Agoston *IDG Sweden*
Mark Siozon *IDG Sweden*
Ben Law *IDC*
Lauren Russo *IDG Consumer & SMB*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to world_update@idg.com.

Chris Kanaracus wins IDG News Service annual journalism award



*IDG News Service Editor-in-chief **Elizabeth Heichler** and News Editor **Marc Ferranti** presented U.S. Correspondent **Chris Kanaracus** with the annual Terho Uimonen Newswriting Award.*

IDG News Service U.S. Correspondent **Chris Kanaracus** was named the winner of the IDGNS's annual Terho Uimonen Newswriting Award for story of the year for 2011 for his coverage of troubles involving a vast array of business software deployments.

> ***"Chris's body of work is a great example of how a writer can delve into an issue, make it his own and attract unique sources that help fuel coverage differentiating IDG from the competition."***
>
> ***— IDGNS News Editor Marc Ferranti***

"Chris's work over the past year has exposed a problem that is common but not often examined in depth: many business application implementations go bad," said IDGNS News Editor **Marc Ferranti**. "Chris's timely, in-depth work in a series of news and analysis stories over the past year shines a light on software deployments that are over budget, take longer than expected to roll out or simply do not work as advertised. His many stories on the topic cover problems related to a host of providers including Infor, Epicor, SAP, Ross Systems, Oracle and Informatica and involve a range of users, from public administration officials in Pennsylvania and New York, university officials in New Jersey, the U.S. Army and nurses in Nova Scotia. Chris's body of work on the topic is a great example of how a writer can delve into an issue, make it his own and attract unique sources that help fuel coverage differentiating IDG from the competition."

The annual award, which includes a cash award and pewter bowl, honors a former IDGNS Asia correspondent who suffered a major head injury several years ago. IDGNS colleagues nominate stories and the winning story is chosen by the top editors at the News Service.

Contact Chris Kanaracus at chris_kanaracus@idg.com. WU

profile

unsung hero

***Markus Schwerdtel**, director, Mobile Content & Applications at IDG Entertainment in Munich, Germany, nominated Project Manager **Christian Merkel** as his group's Unsung Hero, saying, "Christian has been part of our online team for over 10 years now. Among his various duties, he is responsible for all our SEO operations. He created all our online reporting systems and is key to our various mobile activities, especially our new iPad app for which he played a very important role."*

Name
Christian Merkel

Home
Munich, Germany

Tenure
I joined IDG in 2000.

Current title
My current title is Project Manager SEO, Website Analytics, Websites and Mobile Applications for the gaming websites at IDG Germany. I haven't always worked as project manager. In 2000 I started as an online editor of our website Gamestar.de. Over the years the team and the challenges got bigger, so we needed a website management team, which I'm part of now.

Primary job responsibilities
There are three different fields I'm working in. I'm working out new Search Engine Optimization strategies based on website analytics and managing the implementation of these strategies. Furthermore, I help my colleagues at the website management team plan and manage the development of new versions of our websites and mobile applications.

Three things I do in a day's work
I have to coordinate with many people during the day. So I have to write a lot of e-mails and talk to many people. I also have to dive deep into the numbers of our website analytics, compose reports and analyze them.

What I love most about my job
The variety. There are new challenges coming up every day.

Wanted: Photos of the Day

The Photo of the Day feature on the home page of IDG Central is a way to share what's happening at your business unit. Anyone can send in a quick snapshot of a "little slice of life" at the office, an event, a staff meeting or anything that strikes you as being interesting to share. Send the photo with a short description to idgcentral@idg.com.

*IDG Entertainment Project Manager **Christian Merkel** is responsible for all of his group's SEO operations and managing new websites and mobile applications.*

A hot-button issue I'm dealing with
Publishing a gaming magazine on an iPad is a big challenge. For months we have been exploring the best ways to fulfill this task because there aren't a lot of best practices out there.

Career highlight
One of my latest accomplishments and one of my career highlights is the most recent relaunch of our website Gamepro.de. It involved a lot of different things from designing and planning to managing. Afterward, it was satisfying to see the users accept the many new changes.

What I'm doing to be a better employee
Living is learning. I'm trying to learn new things every day to be up to date and to keep my brain young.

Interests outside the office
I love American TV series. A week wouldn't be half as good without "How I Met Your Mother," "The Big Bang Theory" or "Game of Thrones." I spend also a lot of timing biking in and around Munich.

What others can't tell just by looking at me
I'm a bad actor, so you can find out everything about me and my feelings just by looking at me.

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition in our Unsung Hero feature?

Send your suggestions to world_update@idg.com, and we'll do the rest.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Karsten Linde *IDG Germany*
Christian Merkel *IDG Germany*
Markus Schwerdtel *IDG Germany*
Neal Silverman *IDG Enterprise*
Paul Trotter *IDG U.K.*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

International Data Group is the world's leading technology media, events, and research company. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at www.idg.com.

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WWW.IDGCENTRAL.COM

IDG Enterprise celebrates editorial excellence with Idgies

> ***"Sometimes we get so caught up in talking about the metrics of the Web — page views, unique visitors and so on — that we can lose sight of the fact that we're creating original, well-reported, creatively packaged content that helps people do their jobs better."***
>
> ***— John Gallant, CCO, IDG Enterprise***

IDG Enterprise announced the winners of its second annual Editorial Excellence Awards — known as the Idgies — at its editorial offsite meeting last month. Noting that great content is the foundation of IDG's business, IDG Enterprise Chief Content Officer **John Gallant** said that he established the awards to recognize the hard work, initiative and creativity of the IDG Enterprise editorial team in creating that great content. "Sometimes we get so caught up in talking about the metrics of the Web — page views, unique visitors and so on — that we can lose sight of the fact that we're creating original, well-reported, creatively packaged content that helps people do their jobs better and advance in their careers. The Idgies are a way of showcasing the very best of this content and design."

The editorial management of each brand nominated the entries in each category, and a team of judges from across the group reviewed the nominations and selected their top entries. This year's judges were: **Christine Celli** and **Dan Muse** of CIO; **Paul McNamara**, Network World; **Joan Goodchild**, CSO; **Amy Bennett**, ITworld; **Galen Gruman**, InfoWorld; and **Ellen Fanning**, Computerworld.

Best Single News Article

This category recognizes significant enterprise news reporting that results in a major breaking news story or outstanding coverage of a single news event.

Winner: Outsourced and fired, IT workers fight back; written by ***Patrick Thibodeau****, reporter, Computerworld*

Pat traveled to Southern Calif., to interview fired Molina Healthcare, Inc. workers who had filed a lawsuit claiming that they were illegally replaced by H-1B workers from India. The employees described their case using anecdotes and facts, while attorneys for the company were provided an opportunity to respond to each charge. Though the attorneys made clear they weren't happy the story was posted, and at one point implied that Pat may be served

continued on page 4

GameStar's e-newsletter gets results for mobile users

Inside this issue

IDG's New Fulcrum Point site for Dell earns two Interactive Media Awards *page 2*

iPad raffle leads to Twitter gains *page 2*

IDG Connect relocates Dublin-based office to prepare for growth *page 2*

One on one: IDG Director of Finance Steve Pelosi *page 3*

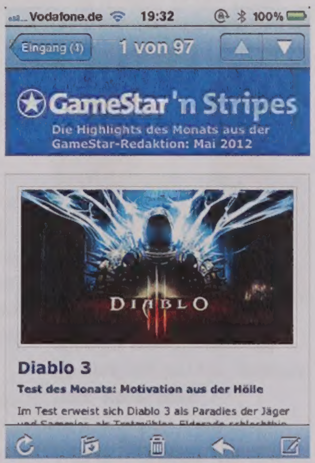
Profile: IDG Netherlands copy editor takes aim at archery competitions *page 7*

Unsung hero: IDG Denmark's Mikkel Nielsen *page 8*

IDG Germany is finding that optimizing content for a variety of mobile screens is boosting viewership of its monthly GameStar 'n Stripes e-newsletter. Launched late last year, the newsletter, highlights the month's offerings on the site and is sent to 588,000 subscribers. It brings in 1,000 euros (US$1,300) per month, thanks to sponsorship ads, and is opened by about 15% of its recipients – "paying for its creation and then some," said **Matthias Weber**, GameStar CRM and marketing director.

According to Weber, the newsletter automatically adapts to "all smartphones, tablets and most mail clients," Weber said. "It is highly readable on those devices since the size of the email and its graphics adapt to the device they're viewed on, which has a very positive impact on open and click-through rates. We had some difficulty making it look good for subscribers using Microsoft Outlook, but we even solved that."

About 8% of recipients are clicking links in the newsletter on the day the newsletter is mailed, Weber said, "which is pretty good," generating 50,000 unique visitors to the GameStar.de site. Between 0.2% and 0.4% of recipients (1,000 to 2,000 clicks) are clicking on ads. GameStar is currently looking at ways to increase the open rate by testing various types of subject lines and the time of day the newsletter is sent.



GameStar 'n Stripes

Die Highlights des Monats aus der GameStar-Redaktion: Mai 2012

Diablo 3

Test des Monats: Motivation aus der Hölle

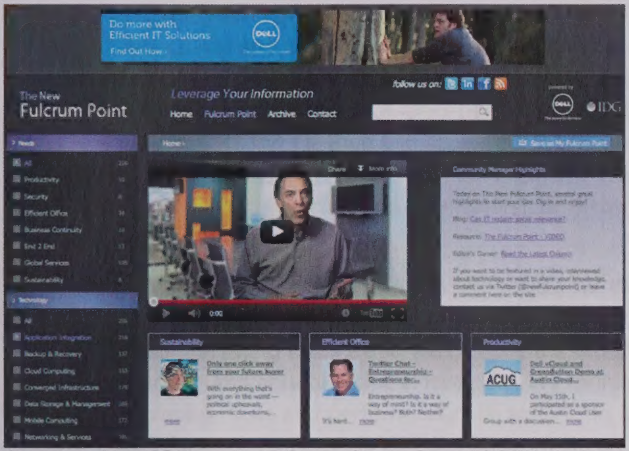
Im Test erweist sich Diablo 3 als Paradies der Jäger

On the day it is emailed, GameStar's newsletter brings in 50,000 unique visitors to GameStar.de.

continued on page 6

in brief

IDG's New Fulcrum Point site for Dell earns two Interactive Media Awards



*In a recent video, IDG Enterprise VP/Custom Content Strategies **Bill Laberis** (center) cited a CIO magazine survey while talking about the best ways costs can be managed across the enterprise.*

New Fulcrum Point (www.newfulcrumpoint.com), a site that IDG developed for Dell in conjunction with Dell and media agency MediaCom, has won Interactive Media Awards in the B2B and Social Networking categories from the Interactive Media Council. Both were Outstanding Achievement Awards, the second-highest honor given by the IMC.

The site was designed to enable IT decision makers to overcome information overload through a navigation system that quickly allows them to view information matched to their needs. It features curated content from resources across the Web including technology news and information from IDG media, analysts and bloggers, as well as Dell white papers, case studies and customer stories. Original content is created each day by the site's community manager.

The site was evaluated on a point-based system that reviewed design, content, feature functionality, usability and standards compliance and cross-browser compatibility. Out of a possible 500 points, New Fulcrum Point scored 475 in the B2B category and 468 in the Social Networking category.

IDG Strategic Marketing Communications VP/Business Development **Kate Zinn** and IDG SMS Director, Program Optimization Group **Colin Browning** led the IDG team on the project.

"Fulcrum is IDG's flagship program for Dell 2012, and it's a very important initiative — one of just a few strategic partner programs that is funded by Dell's Corporate team," Zinn said. "Fulcrum is highly visible across Dell's SMB and large enterprise business units as it maps to their messaging and supports various programs." Dell has committed to the program through January 2013.

Earlier this year, IDG Connect earned an Outstanding Achievement Award in the Blog category, and in 2011 IDG's Ayaya/CIO Debate program earned a similar award in the Computer Hardware category.

There were 147 entries in the B2B category this year and 14 honorees so far; the Social Networking category has 91 entries and four honorees. Not all entries have completed the evaluation process.

For a list of winners go to www.interactivemediaawards.com/winners/search.asp.

Write to kate_zinn@idg.com or colin_browning@idg.com. WU

IDG Connect relocates Dublin-based office to prepare for growth

Moran

IDG Connect is looking to grow the staff of its Dublin-based IDG Direct office from 60 to 125 by the end of the year. Launched in August 2011 with fewer than 20 employees, IDG Direct has experienced strong growth and recently added staff and moved to a larger office in the center of Dublin. The company also launched a website this week at www.idgdirect.com.

Headed by General Manager **John Moran**, IDG Direct staff engages in data analysis, campaign management and telephone research in support of the group's mission to nurture and develop intelligence on IDG Connect's database of IT buyers while delivering insight into the global marketplace.

The company's move to larger quarters and intention to double its workforce received a great deal of attention in the Irish media with over 90 press mentions including the Irish Times and the Irish Independent.

IDG Connect has grown quickly over the last two years on the strength of its successful suite of demand and lead-generation services. These include research in more than 125 countries, affiliated content creation and high-quality lead-generation activities such as account profiling and appointment setting.

"Ireland offers the perfect mix of core skills, high levels of education, an established infrastructure and a multilingual labor pool to ensure the success of IDG Direct," said IDG Connect CEO **John O'Malley**. "We are a fast-growing business, focused on development, and our database lies at the heart of all our initiatives. Good data intelligence and high-quality research are fundamental to IDG Connect's continued global expansion."

Contact John Moran at john_moran@idgdirect.com. WU

iPad raffle leads to Twitter gains

March was a big month for Macworld Netherlands. Thanks to Apple's latest iPad launch, the Macworld NL site's traffic figures came in at an all-time high, the Macworld NL app saw more than one million page views and a raffle for the new iPad doubled the number of Macworld NL Twitter followers.

*DG Netherlands Product Manager, New Business **Roy Roelofs** (left) and New Business Intern **Robin Smit**.*

The raffle was designed to grow the number of Twitter followers. "With more followers we become more desirable for commercial purposes," said **Roy Roelofs**, IDG Netherlands product manager, New Business. "It's great for marketing, and we get more traffic to our site. We looked at the results of our previous raffles that have used Twitter, Facebook and email and the best results as far as traffic and new followers were concerned came from Twitter."

The raffle started just before the new iPad debuted and ran for two weeks. "Timing is everything," he said. "Everyone was talking about the new iPad, and we were the first to give one away in the Netherlands." The winner was chosen at random.

To enter the raffle, Twitter users were asked to follow Macworld NL and retweet a message about the raffle. There were more than 6,000 raffle participants, and Twitter followers increased from 6,500 to 12,000.

Contact Roy Roelofs at rroelofs@idg.nl. WU

the interview

one on one

Steve Pelosi
IDG's director of finance is this week's columnist. Reach him at steve_pelosi@idg.com.

> *"On a monthly basis we provide updates of actual and forecast performance for IDG's individual business units compared with budget, prior year and last forecast data. This information serves as the Management Team's primary monthly point of reference when evaluating IDG's operations."*

Q **What does the IDG Corporate Finance Department do?**

A Our department serves as a financial information coordinator and processor for IDG. Senior finance analysts **Cindy Reed** and **Paul Overhiser** and I compile and maintain a database of IDG's operating results, i.e., we track the revenue and expense information for IDG's business units, and we also track and monitor the KPIs (key performance indicators), or metrics, of the business units.

Each month the finance group is responsible for the monthly, quarterly and annual financial reporting of actual operating results, and we compile the monthly, quarterly and annual financial forecasts. We monitor operating ratios and perform financial analysis to aid the Management Team in decision making. On an annual basis we prepare and distribute the budget packages to the business units and overhead groups and coordinate the collection of that data.

We maintain a significant amount of current and historical data, and we also do a lot of ad hoc reporting when requested. In our finance department it helps to have a broad range of skills including an accounting or finance background, database knowledge, strong spreadsheet ability and the interpersonal skills necessary to interact with a wide variety of personalities and cultures.

Q **Who are your customers?**

A IDG Finance is a service department, and we provide financial information to both our internal and external customers. Internally we support the Management Team as well as the business units and their information needs. On a monthly basis we provide updates of actual and forecast performance for IDG's individual business units compared with budget, prior year and last forecast data. This information serves as the Management Team's primary monthly point of reference when evaluating IDG's operations. We also compile a number of standardized monthly and quarterly reports that are available to our other internal customers, the business units. Whenever possible we try to facilitate the sharing of data for the benefit of the business units.

Externally, we provide information to a number of trade organizations that assemble industry-wide data. This industry information is then shared with IDG, and it allows us to benchmark our performance against similar media companies. We also provide regular financial updates to our creditors on a quarterly, annual or as-needed basis.

Q **What kinds of financial inputs do you analyze, and what are the business unit reporting requirements?**

A As I mentioned above, our primary focus is on the profit-and-loss results and KPIs of IDG's operating units. On a monthly basis we're tracking revenues at the account level, expenses for the most part at a department level, and we also monitor the relevant KPIs for each product. We track this information for each website, event, print publication, etc., for each IDG operating business unit around the world. If the Management Team needs to address an issue at a business unit, we have this financial information available online through a separate website we maintain for reporting and archiving financial information. We assemble this information from a number of different sources. For IDG's U.S. business units we're able to upload actual revenue and expense information directly from IDG's U.S. general ledger.

Each U.S. business unit is also required to submit forecast information and KPIs in a standard format, which is then also loaded into our database. The process is slightly different for the international business units, as we require each business unit to report all revenue, expense, and KPI information in a standard format each month which allows this information to be easily loaded into our database. Once we have assembled all of this information from the various business units, we're able to run a number of standard reports that the Management Team reviews each month.

Q **Can you briefly explain IDG's budget process?**

A IDG's budget process has changed significantly over time. When I first came to IDG 20 years ago, the budget process would begin with the distribution of the budget planning packages in March, six months after the beginning of our fiscal year and six months prior to the beginning of our new fiscal year. At that time a first review of the budget would actually take place in June, and some budgets would be approved at that point, far in advance of the beginning of the new fiscal year. The setting of early budget targets left the business units vulnerable to changes in their marketplace and local economy. Over time this process has been has been shortened and pushed out to later in the fiscal year to help ensure that the budgets, when approved, are current.

The current budget and planning process begins with the distribution of budget packages to each business unit in mid to late June. A first review of the budgets by the Management Team takes place in August, with

continued on page 6

Idgies

continued from page 1

with a subpoena to testify in a trial, they acknowledge that it was fully accurate.

Best Ongoing Coverage

This category recognizes a writer or reporter for outstanding coverage of a critical beat, topic or issue.

*Winner: **Tom Kaneshige**, senior writer, CIO.com, Apple in the Enterprise and the Consumerization of IT.*

As CIO.com senior writer covering Apple, Tom moves deftly between well-sourced trend stories on technology adoption and opinion pieces in his Apple blog to entertaining slideshows that reveal his wit and creativity. Whether it's a case study from the IT trenches or a poignant memorial to Steve Jobs, Tom's clearly written and informative stories have consistently alerted CIO.com readers to an important subject: The use of consumer tech in the workplace.

Best Staff-written Feature Story

This category recognizes outstanding reporting and writing by an IDG Enterprise staffer that results in an in-depth print or online non-news article on a critical topic for our IT audiences.

Winner: LTE Spectrum: How much do the big carriers have?
***Brad Reed**, senior writer, Network World*

A deep dive into how much wireless spectrum AT&T, Verizon and other service providers have, which involved a lot of research and a fair amount of number crunching. Brad put it all in perspective regarding what the spectrum situation will mean for the types of services that are rolled out to the enterprise.

Best Contributed Feature Story

This category recognizes outstanding reporting and writing by external contributors that results in an in-depth print or online non-news article on a critical topic by our IT audiences.

*Winner: **Paul Venezia**, InfoWorld, A fundamental Oracle flaw revealed.*

An investigative feature that uncovered a security flaw, which Oracle was forced to acknowledge publicly with a patch. The story is both technical and compellingly readable as it uncovers the hack that is at the core of the Oracle database engine. A competitor, Phil Wainwright at ZDNet, said of this article: "Such in-depth and professional journalistic research is so rare in today's instant-gratification world…this is, in fact, a hugely significant story and although the majority of tech coverage today is simply asleep at the switch when it comes to the really important topics, fortunately the team at InfoWorld had the courage and the patience to invest in ferreting out the truth of this story."

IDG WORLD UPDATE

Val Potter

Best Insider Story or Package

This category recognizes an original or thoughtfully repackaged article(s) designed for Insiders.

*Winner: **Val Potter**, assistant managing editor, features, CW, Excel 2010 Cheat Sheet. Written by freelancers Preston Gralla and Rich Ericson*

Even Office power users were bewildered five years ago when Microsoft overhauled the interface in Office 2007, which created a support nightmare and led many IT shops to stick with Office 2003. Now, however, those same businesses are rolling out Office 2010, and they need to get their users up to speed with the Ribbon interface fast. Part of CW's ongoing Office 2010 cheat sheet series, the Excel 2010 cheat sheet package provides a tour of the interface, explains how to work with Ribbon, introduces features that are new in Excel 2010 and provides several tips for working with Excel 2010. The package has driven more than 7,000 Insider registrations so far.

MARY LESTER

Bill Brenner

Best Staff Blog

This category recognizes outstanding blog writing among IDG Enterprise staffers. The best blogs reveal the personality of the writer and blend opinion, wit and insight to shed new light on key topics.

*Winner: **Bill Brenner**, managing editor, CSO*

Bill's Salted Hash blog keeps growing in popularity. He mixes fast-turnaround coverage of breaking news with opinion and analysis.

Best External Blog

This category recognizes outstanding blog writing among non-IDG Enterprise contributors. The best blogs reveal the personality of the writer and blend opinion, wit and insight to shed new light on key topics.

*Winner: **Paul Venezia**, InfoWorld, The Deep End*

The Deep End is an advocacy and technical advice column primarily for hardcore IT pros. Paul is an independent consultant who often uses his experiences in the field as a source for his blog. He is plugged into IT culture and reflects the IT community's views on a wide variety of topics.

Best Team Effort

This category recognizes a team effort (editors, writers, designers, etc.) that produces a story or story package of significant importance to our IT readers.

Winner-Tie:

*2012 State of the CIO: Business Disconnect, CIO Magazine. **Kim Nash**, senior editor, CIO; **Carolyn Johnson**, research manager, IDGE; **Terri Haas**, art director, IDGE; **Mitch Betts**, executive editor, CIO; **Colleen Barry**, copy editor, IDGE; and **Lauren Brousell**, editorial assistant, CIO.*

The 11th annual State of the CIO research project serves as the cornerstone of our understanding about the evolution of the CIO role. This definitive benchmarking survey shapes multiple story ideas about everything from IT budgets and talent needs to leadership challenges, technology trends and strategic business directions. The findings are used widely by our sales, marketing and CIO Executive Council colleagues, too.

Winner-Tie: Computerworld, Steve Jobs.

Ken Mingis**, managing editor, news, CW; **Ken Gagne**, senior associate online editor CW; **Sharon Gaudin**, reporter,* *CW;* ***Gregg Keizer*, senior reporter, CW;* ***Sharon Machlis****, online managing editor, CW; and* ***Marian Prokop****, online news editor, CW.*

The Computerworld staff sprang into action the evening of Oct. 5 and the following day when we got the news that Apple's iconic CEO had died. Our coverage on short notice was outstanding.

KEITH SHAW

Ken Gagne** and **Kristin Burnham

Best Social Media Outreach

This category recognizes individual achievement in the use of social media to source information, build contacts, promote content and more.

Winner-Tie: ***Kristin Burnham****, senior writer, CIO.com*

The main CIO Twitter account was our first major effort into social, and is now over 31,000 followers, one of the largest Twitter followings of any IDG brand. Kristin, CIO.com's resident social media expert, has run this account from the beginning, and uses multiple tools such as Hootsuite to publish and keep the page refreshed and up to date for our users.

Winner-Tie: ***Ken Gagne****, senior associate online editor, CW*

Ken is a whiz at social networking. He knows exactly the right combination of promotion and information tweets to post; he handles other sites like Facebook as well, including overseeing the Computerworld Facebook presence; and he is excellent at helping staff use video via YouTube to help promote articles and the site.

Best Review or Product Test

This category recognizes outstanding achievement in reviewing and/or testing products of interest to our IT audience. Candidates may include quick-turnaround hands-on reviews of important new products or multi-product tests.

Winner-Tie: Palo Alto Earns Short List Status, written by Joel Snyder and David Newman; edited by ***Neal Weinberg****, executive features editor, Network World*

Palo Alto Networks created a whole new product category with its Next Generation application-aware firewall. NW spent two years negotiating with Palo Alto to set up this test, which involved David Newman putting the firewall through extensive performance tests and Joel Snyder testing the features and functionality. This was probably the most extensive single product test NW has ever done.

Winner-tie: Seven days with the Chevy Volt: Gas-free and fully charged. Freelance contributor Dan Tynan, edited by ***Amy Bennett****, content editor, ITworld*

This article was originally assigned as a whimsical, one-off article, but it was so successful, ITworld turned it into a regular series called "I'll Try it" where contributors share their experiences using an app, a gadget or perform some kind of tech-related activity over a period of seven days. They record their experiences in a diary-style format. Regular contributor Dan Tynan details his first time experiences with an electric car.

MARY LESTER

Amy Bennett

Designer2Designer award

This award, selected by the designers themselves, honors the top overall work in the typography, cover design, online design and use of illustration/photography.

Winner: ***Terri Haas****, art director, IDGE*

Top Teammates

IDG Enterprise staffers voted for their colleagues who reach across brands and editorial disciplines to share ideas, help on projects, teach and provide support.

Winners:

Keith Shaw*, multimedia content editor, IDGE;* ***Ken Mingis****, managing editor, news, CW;* ***Steve Traynor****, art director, IDGE;* ***Melissa Andersen****, web editor, producer, IDGE;* ***Pat Josefek****, office manager, IDGE;* ***Joyce Carpenter****, director of blogs, CW;* ***Sharon Machlis****, online managing editor, CW.* **WU**

MARY LESTER

Winners of the Top Teammates award include (back) ***Sharon Machlis*** *and* ***Ken Mingis****. Front:* ***Pat Josefek****,* ***Keith Shaw*** *and* ***Steve Traynor****. Not pictured:* ***Melissa Andersen*** *and* ***Joyce Carpenter****.*

noteworthy people

New employees

Liu

New at **IDC Framingham** is Research Analyst **Bo Liu**. Previously a marketing analyst with Comfi.com, he holds a bachelor's degree in marketing from China's Southwestern University of Finance and Economics and enjoys basketball, soccer, cooking and movies. *bliu@idc.com*

All business units are welcome to send information about promotions, new employees, returning employees, transfers and employee awards or speaking engagements to world_update@idg.com.

Returning employees

LYNN HOLMLUND

Schmidt

Tom Schmidt joins **IDG Enterprise**'s Custom Solutions Group as managing editor, charged with writing and editing video scripts, white papers, Executive Viewpoints and live and on-demand webcasts. He was previously director of editorial services at the Boston-based digital marketing agency Euro RSCG and worked as a copy editor at Computerworld in the mid-1980s. He holds a B.A. in English literature from Georgetown University in Washington, D.C., and enjoys choral singing as a member of Chorus North Shore. *tschmidt@cxo.com*

IDG Global Product Line Meeting set for Oct. 1-4 in Boston

The planning process is under way for the IDG Global Product Line Meeting, slated for Oct. 1-4 at the Marriott Copley Place in Boston.

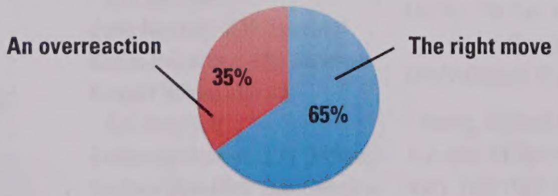
Delegates from global subsidiaries and license partners will be able to network and exchange ideas about many facets of IDG's business. The agenda, still under development, will showcase innovative IDG products and services on hot topics such as mobile, social media, databases and events, with a focus on revenue-producing initiatives.

If you are interested in attending, please speak with your business unit manager. A registration link will be available by mid-July.

Contact Michele Putt at michele_putt@idg.com.

Question of the Week results for April 16

Former Yahoo CEO Scott Thompson resigned following controversy surrounding an erroneous claim that he earned a degree in computer science. Was the resignation:



Log on to www.idgcentral.com to vote on this week's question:
What will be BlackBerry maker RIM's status by 2014?

One on one

continued from page 3

final review and approvals in late September just prior to the start of the new fiscal year. There are several components to each budget submission: The three-year plan and commentary, the one-year detail plan, the capital expenditure plan and a contingency plan. The three-year plan projects total annual revenues, expenses and KPIs out for three years along with a written commentary that explains and justifies the projections. Once this three-year plan has been approved by the Management Team a detailed monthly plan for the upcoming fiscal year is submitted. This detail is used by IDG Finance to populate the various reports we run during the year with budget detail for comparison purposes.

The capital expenditure plan lists any planned significant capital purchases during the year and aids in the cash planning process. The final step in the process is the submission of a contingency plan that lists actions to be taken in the event of revenue and profit shortfalls in the coming fiscal year. WU

GameStar

continued from page 3

GameStar's newsletter team includes (l-r): CRM and Marketing Director ***Matthias Weber****, Content Manager* ***Michael Obermeier*** *and Performance Marketing Manager* ***Dominik Feike****.*

Among the site highlights featured monthly are tests of popular games, preview trailers of upcoming games and hardware reports. Content Manager **Michael Obermeier** writes introductory texts for each component of the newsletter. "Along with the editorial we run sponsors' ads and advertise our own products, including GameStar magazine special issues; GameStar Premium, the paid content of Gamestar.de; and GameStar apps," Weber said. Performance Marketing Manager **Dominik Feike** is in charge of newsletter sales.

GameStar has adapted the GameStar 'n Stripes mobile code for GamePro Daily and the monthly GamePro Kompakt and will eventually use the code across all of its newsletters, which include GameStar Daily, GameStar Weekly, GameStar Hardware and GamePro Weekly, making them all optimized for viewing on a variety of screens.

As for the newsletter's U.S.-centric name, Weber said that he and his team wanted a unique title for the newsletter, "something memorable. In Germany many people know the nickname of the U.S. flag; we played off the name. Here the name means 'Game Star In Stripes,' and the color of the background stripes in the news section changes with each issue."

Contact Matthias Weber at mweber@idg.de. WU

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Deborah Waters *IDG Int'l Publishing Services*

27

Walter Kainz *IDG Germany*

26

Rod Hills *IDC U.K.*

25

Susanne Kratoschka *IDG Germany*

20

Stephen Lawson *IDG News Service*
Marlene Buschbeck-Idlachemi *IDG Germany*

16

Christopher Gould *IDG U.K.*

15

briele Dineiger *IDG Germany*

13

Shunsuke Murahashi *IDC Japan*
Niels Veileborg *IDG Denmark*
Karen Funk IDG Germany
Verena Ottmann *IDG Germany*

12

Panagiotis Kolokythas *IDG Germany*

11

Horst Ellermann *IDG Germany*

10

Sascha Zäch *IDG Switzerland*
Sascha Mutschler *IDG Germany*

9

Satoshi Matsumoto *IDC Japan*
Lu Dai *IDG Asia*
Björn Olsberg *IDG Sweden*
Bo Nordlin *IDG Sweden*

8

Margaret Margossian *IDC*
Suzanne Denton *IDC*
ne Campbell IDG U.K.
abian Siegismund *IDG Germany*
Daniel Matschijewsky *IDG Germany*

Elizabeth Enriquez *IDC Mexico*

7

Karen van Velzen *IDG Netherlands*

5

Desere Ross *IT World Canada*
Mateusz Was *IDG Poland*
Maibritt Møller *IDG Denmark*
Rene Schmoel *IDG Germany*

4

Barbara Mooser *IDG Switzerland*
Oliver Wirtz *IDG Switzerland*
Danuta Sass *IDG Poland*
Francisco Jeronimo *IDC U.K.*
Alexandra Gorski *IDG Germany*

3

Deborah Oliveira *Now! Digital Business*
Jutta Eckebrecht *IDG Germany*

2

Christina Sergi *CXO Media*
Elisabeth Fracalossi *IDG Enterprise*
Joan Joly *IDG Enterprise*
Jimmy Dias *IDG Enterprise*
Steven Dijkerman *IDG Netherlands*
Joris Peterse *IDG Netherlands*

1

Jillian Hall *IDG Enterprise*
Kimberly McDonald *IDG List Services*
Vladislava Benova *IDG Czech Republic*
Johannes Maxweller *IDG Sweden*
Tommy Petersen *IDG Denmark*
Allan Thestrup *IDG Denmark*
Henrik Rasch *IDG Denmark*
Kirstine Kloster Andersen *IDG Denmark*
Jens Nielsen *IDG Denmark*
Karim Pedersen *IDG Denmark*
Kasper Villum Jensen *IDG Denmark*
Benjamin Attwell *IDG Germany*
Burhan Dzeladini *IDG Germany*

Any business unit wishing to have its employees' anniversary may send the appropriate information to world_update@idg.com.

IDG Netherlands editor targets archery avocation

If there's anyone at IDG Netherlands who's taken aim at a new hobby and hit a bull's eye in the process, it's **José Pauty**. A copyeditor for Computer!Totaal, the Dutch version of PCWorld, Pauty has spent much of the past year training with an archery club and traveling to competitions around Europe.

***José Pauty** takes aim during a field archery competition, her favorite type of event.*

In late 2010, she read an article about a sports club in Amsterdam, KNHS Concordia ("the Royal Dutch Hand Bow Club"), and signed up for a six-week beginner course. "I was hooked from the first arrow I shot," Pauty recalled.

She joined the club and bought her own modern recurve bow — also known as the Olympic bow — and began competing in indoor programs. Within the Netherlands' national ranking during this past winter season, Pauty ranked 551 out of 1,631 participating recurve archers. She's pleased with her results so far, since she's been shooting for just over a year. "I don't have any Olympic ambitions, but I'd like to see how far I can get," she said.

Late last year a friend introduced her to field archery, which takes place on an outdoor field course. It is often a two-day event, with 24 targets a day spread out over an area of varying terrain, three arrows per target. One round takes a whole day to complete. This year she plans to compete in all five matches in the 5 Nations Field Series, which began in Belgium in early April.

"Archery is a very mental game, and if done properly it can totally relax you mentally and physically," Pauty said. "You have to leave all your worries at the door and think of nothing other than bow/arrow/target. It's really more a matter of 'feeling' the shooting motion you make rather than 'seeing' the target."

Pauty has become very involved in a variety of volunteer activities for her club and several high-level tournaments. She is also on the crew of Pro Archery, which organizes several professional championships.

"Being invited to travel to beautiful archery locations in Europe while meeting the world's best archers is a joy," she said. During a stop in Wales in April, she did some work in the editing room, preparing the videos of the competition for broadcast on the Internet. "How cool is that?" she said.

Write to jose.pauty@computertotaal.nl. WU

profile

unsung hero

*Computerworld Danmark Editor-in-chief **Line Ørskov** recommended PCWorld.dk News Editor **Mikkel Nielsen** as her group's Unsung Hero. "Mikkel is the sole editorial employee working on PCWorld and is an extraordinary one-man army," she said. "Every day he makes sure that not only PCWorld but all our media platforms have interesting, relevant consumer content. He writes like a dream, incorporating really fun images into his stories. He is a skilled photographer, creates great galleries and passes that knowledge on to his colleagues. He takes great care of our interns. I really can't praise him enough."*

Name
Mikkel William Nielsen

Home
Taastrup, Denmark

Tenure
I joined IDG in 2005 as a journalist at pcworld.dk.

Current title
News editor at pcworld.dk.

Primary job responsibilities
My title as news editor is a bit misleading. My primary job is reviewing popular consumer electronics from mobile phone to laptops. Some are also published on other Danish IDG sites such as computerworld.dk and comon.dk.

Three things I do in a day's work
1) I get hundreds of emails each day, so I have to go through my inbox on a regular basis so I don't miss important messages; 2) I constantly test and play with new devices and software; and 3) I write reviews and photograph the products I've been testing.

What I love most about my job
When was a kid back in the 1980s, my best friend was the legendary Commodore 64. It spiked my interest in new technology, and through the years I have bought incredible amounts of devices and pushed them to the limit. Today I get paid to try out consumer electronics and write about them — it's fantastic.

A hot-button issue I'm dealing with at work
Since I review devices from phones to ultrabooks and cameras, I have to keep up with what's happening on a lot of platforms. It's quite challenging, especially in recent years with the launch of iPad and all its rivals, the growing army of Android phones and the development of new thin laptops.

Latest accomplishment
I got to spend a couple of hours reading a book on my iPad. That's really hard since my kids, who are one and three years old, old have fallen in love with the device. They cry like mad if they can't play with it. It's running Angry Birds and YouTube almost all day long.

*PCWorld.Dk News Editor **Mikkel Nielsen** "gets paid to try out consumer electronics and write about them — it's fantastic."*

Career highlight
I was part of a small three-man team a couple of years ago that made pcworld.dk outpace computerworld.dk, which at that time employed more than 20 journalists. With the help of traffic analysis, thorough reviews and inspiring how-to articles, pcworld.dk grew several hundred percent in just two years. PCWorld.dk ended up being three times bigger than computerworld.dk.

What I'm doing to be a better employee
My reviews are read by thousands of people, and I feel it's important to do my very best to give to them something that is easy to read but still has a high professional standard and, of course, is entertaining. Readers buy new consumer electronics based on my recommendations, and I have to be extremely thorough when testing and reviewing. Even though my job is great fun, I am dead serious about getting facts right and delivering solid stories.

Interests outside the office
I'm an avid photographer, and I joined iStockphoto.com a couple of years ago. Last year I sold more than 4,000 photos online, and this year it looks like I will get close to selling 6,000. It's a hobby that takes up a lot of my spare time. You can see my photos at www.istockphoto.com/mikkelwilliam.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Cheryl Crivello *IDG Enterprise*
John Gallant *IDG Enterprise*
Jessica Maxwell *IDG Connect*
Mikkel Nielsen *IDG Denmark*
José Pauty *IDG Netherlands*
Steve Pelosi *IDG*
Roy Roelofs *IDG Netherlands*
Howard Sholkin *IDG Strategic Marketing Services*
Saskia van Delft *IDG Netherlands*
Matthias Weber *IDG Germany*

IDG WorldUpdate

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

*Assistant Editor/*West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Reach the World Update staff at One Exeter Plaza, 15th floor, Boston, MA 02116, U.S.A., tel.: 617-423-9030; fax: 617-423-0712; world_update@idg.com.

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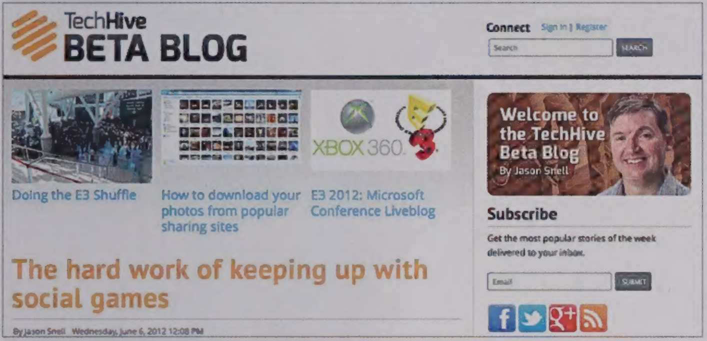

Doing the E3 Shuffle

How to download your photos from popular sharing sites

E3 2012: Microsoft Conference Liveblog

Welcome to the TechHive Beta Blog

By Jason Snell

The hard work of keeping up with social games

By Jason Snell Wednesday, June 6, 2012 12:08 PM

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Get the most popular stories of the week delivered to your inbox.

TechHive blog builds interest for new IDG Consumer & SMB brand

When it launches later this year, TechHive, a new technology site from IDG Consumer & SMB, will already have a large and loyal audience of readers, social media followers and Google News placement thanks to the TechHive Beta Blog, which launched in April.

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Top News

IDG Spain honored for employee training program

Computerworld Poland wins cover design award

IDG Norway holds fifth annual ChannelWorld event

IDG Connect releases two new apps

One on one: IDC Kazakhstan's Andrew Beklemishev

Staff at IDG Japan celebrate three decades of business.

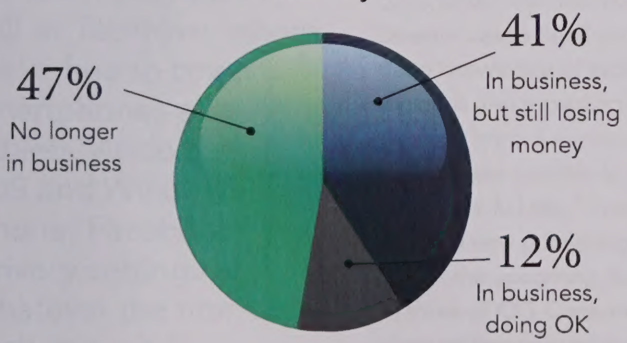
SEE MORE ON PAGE 6

Luggable, anyone?

SEE MORE ON PAGE 6

Question of the week results

What will be BlackBerry maker RIM's status by 2014?



Log on to www.idgcentral.com to vote on this week's question:

Have you changed your LinkedIn password as a result of the recent security breach?

CLICK HERE

It's here! World Update's new look

More than a few years have passed since the last IDG World Update redesign, and with this issue the editors have embarked on a new effort to make the newsletter more visually appealing **(and interactive!)**

The design will be evolving, so please bear with us in the process. What do you like? What can be improved? In terms of content, what kinds of stories would you like to read about more often? Send your thoughts to world_update@idg.com.

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc.

Send the photo with a short description to idgcentral@idg.com.

TechHive Beta Blog lets editors test content, platform prior to full site launch

Members of the TechHive editorial launch team include (l-r): ***Nick Mediati, Philip Michaels, Jason Snell, Dan Moren*** *(on the iPad),* ***Tim Moynihan, Jason Cross, Jon Seff*** *and* ***Ginny Mies****.*

> "Macworld and PCWorld do a great job serving their respective audiences and will continue to do so. In the middle, will sit TechHive, where we're free to cover smartphones and tablets, Andoid and iOS and Windows Phone, Facebook privacy settings and whatever the next big tech thing is."
>
> *Jason Snell, SVP, editorial director, IDG Consumer & SMB*

When it launches later in the third quarter of 2012, TechHive, IDG Consumer & SMB's new site, will already have a cadre of loyal readers, social-media followers and Google News placement, thanks to a blog launched in April designed to offer a glimpse of what is to come.

The TechHive Beta Blog (www.techhive.com), under the direction of SVP/Editorial Director **Jason Snell** and a team of editors with deep knowledge of today's hottest technology topics, is also providing an opportunity for the team to "try out our voice, our content plan and our new publishing platform before we launch the full site," Snell said.

The new publishing platform is a key feature of the upcoming launch as it will support all three of IDG Consumer & SMB's brands and allow editors to publish content to PCWorld, Macworld or TechHive — or any combination thereof — and to all devices.

The TechHive blog, like the site to come, caters to the growing number of consumers who have integrated all kinds of technology into their lives and don›t necessarily identify with a specific platform. "Macs and PCs are just part of the rich tapestry of the tech world," noted Snell. "Macworld and PCWorld do a great job serving their respective audiences and will continue to do so. In the middle, will sit TechHive, where we're free to cover smartphones and tablets, Andoid and iOS and Windows Phone, Facebook privacy settings and whatever the next big tech thing is."

Other staff contributing to TechHive include Senior Editor **Jason Cross**, Senior Editor **Dan Moren**, Associate Editor **Ginny Mies**, Executive Editor **Jon Seff**, Associate Editor **Nick Mediati**, Senior Editor **Tim Moynihan**, Editor **Philip Michaels**, Assistant Editor **Armando Rodriguez** and Senior Editor **Melissa Perenson**.

In addition to the blog's coverage of hardware and software, the team is testing regularly occurring features, including:

- **Now Streaming:** a professional movie critic highlights good movies that have recently arrived on Netflix, as well as those movies that are worth catching before they disappear from the service.
- **Kickstarter Spotlight:** a series that highlights promising technology projects and predicts how they might turn out. Among the products reviewed to date: an Android-powered smart keyboard, a multi-position iPad case/stand and an iPhone case with a Bluetooth-triggered grip for taking videos and pictures.
- **Fix This App:** each week, this feature takes a look at a promising mobile offering and suggests ways it could be improved.

The TechHive Beta Blog is getting a great response from readers and creating a lot of engagement with its audience, Snell said. Since its launch on April 23, the blog has generated 375,000 page views, attracted 225,000 unique visitors and 280,000 visits. Readers are also following the blog on Facebook and Twitter and sharing the content. ■

For more information about the TechHive Beta Blog, write to Jason Snell at jsnell@idgcsmb.com.

OneonOne

Andrew Beklemishev, the country manager of IDC Kazakhstan, is this week's columnist.

> "When we started working in Kazakhstan, the local companies did not understand why they should share their data with us. We are now at a stage when they are coming to us to buy our research. Our business in Kazakhstan has been steadily growing at about 30% each year."

Q Can you recap IDC's history in the Central Asian region?

A I joined IDC in 2007 with the mandate to open an office in Kazakhstan. We officially opened the IDC office in Kazakhstan in 2008. However, we had an analyst based in Almaty for a few years before that. The office in Kazakhstan now covers the following six countries: Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. It has essentially evolved into a regional office for Central Asia. There are now six employees in the office, but we are adding more people every year as business grows.

Q Can you give an overview of the IT market in the countries you cover?

A The IT markets of the six countries we cover are only at the early stage of the their development. The software and IT services segments, for example, are each less than 10% of the total IT spending in these countries. For example, Kazakhstan, the largest IT market in the region, has seen its IT spending reach nearly $1.4 billion in 2011. IT services and software accounted for a little over 10% of that combined. Total IT spending in Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan reached a little less than $1.3 billion in 2011 cumulatively. However, we are now seeing impressive growth in IT spending with some segments, such as IT operations management in Kazakhstan, reaching over 40% annual growth. We forecast IT services segment to grow significantly over 30% in 2012 and software just a little below 30% this same year.

Q What kinds of research are clients most in need of, and how is IDC assisting them?

A Most of our business comes from large international clients, but we are enjoying a steady increase in local IT companies' spending on our services. The requests include traditional market sizing, competitor analysis and growth forecasts and narrowly focused custom research projects, such as software piracy rate assessment for Microsoft. We are happy to note that Kazakhstan has been losing on average one percentage point per year off its piracy rate in the last five years, and now the piracy rate is 76%. We expect this number to decline further due to the efforts of the government and large software vendors.

Q Are there unique challenges to operating an IT market research firm in this region?

A Yes, as probably is the case in most regions where IT markets are only developing and most of the local market players do not understand the need for transparency. When we started working in Kazakhstan, all of the local companies did not understand why they should share their data with us. We are now at a stage when they are coming to us to buy our research. Our business in Kazakhstan has been steadily growing at about 30% each year.

Q How many events are you planning in 2012?

A We have four IDC roadshows planned in Almaty (IT Security, Datacenter Transformation, Business Intelligence and IT Infrastructure Management), one in Astana (Government Innovations) — both in Kazakstan — and our first-ever event in Baku, Azerbaijan (a combined IT Security and Datacenter Transformation roadshow). We also have about a dozen smaller events, such as the IDC-organized and managed CIO Club, as well as events we organize for vendors, such as Oracle Apps Forum or VForum for Vmware. The smaller events usually have 10 to 20 senior-level IT decision makers in a roundtable discussion format with presentations by IDC and a sponsoring partner. These events are usually conceptualized, sold and then executed by IDC. The largest custom event for a vendor that we had in Kazakhstan was Oracle User Day, which had more than 400 participants.

Q What makes Baku a good event location?

A I started thinking about this three years ago, as I see a lot of potential in this oil-rich nation. The government is planning to step up its investment in ICT in the next five years, as the sector was declared a second priority after oil and gas by President Ilham Aliyev. We expect over 100 participants and already have five sponsors: EMC, Vision Solutions, HP, Symantec and APC. The Ministry of IT and Communications of Azerbaijan is the strategic partner for this event.

Q Are there plans to move the office to the capital city of Astana?

A No. Astana is the political capital of Kazakhstan, but most of the business happens in Almaty. Almaty is also a regional business hub for Central Asia with easy connections to the capitals of the other countries, which is important for us as we have to travel quite a lot. ■

Contact Beklemishev at abeklemishev@idc.com.

IDG Spain honored for employee training program

*Among the IDG Spain employees who participated in last year's English language program are (l-r): **José Luis Palacios**, financial department; **Sagrario Fernández**, financial department; **Basilio Rodríguez**, subscription department; **Ángeles Rodríguez**, secretary; and **Rubén Durand**, subscriptions department. At right, **Manuel Pastor** (left) accepts the award during last month's ceremony.*

IDG Spain was recently recognized by the Spanish business association Garben for an English-language training program it offered to employees in 2011.

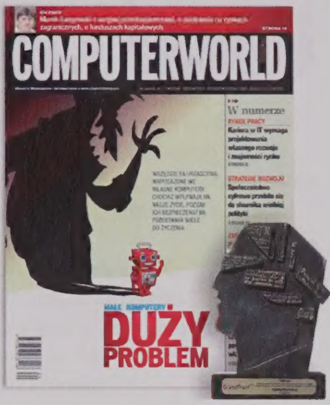
The seventh annual Formacion y Empresa Awards took place May 30, and IDG Spain Country Manager **Manuel Pastor** was on hand to accept the award. The awards are designed to support and encourage excellence in ongoing employee training by honoring the companies and organizations that are providing meaningful educational programs. In addition to IDG, Spain's Ministry of Education, Culture and Sport and the Ministry of Education for the Madrid region along with a number of other public and private organizations were honored.

IDG Spain offered the language training to employees last year as a result of feedback on last year's employee survey. Ten employees took part in the 10-week program, meeting with an English teacher who came to the office twice a week for an hour at a time. The company is planning to repeat the classes again this year, according to Editor **Arancha Asenjo**. ■

For more information, contact Asenjo at aasenjo@idg.es.

Computerworld Poland wins prestigious award for cover design

Computerworld Poland won first prize in a national competition for the best news publication cover of the year in 2011. The Grand Front competition is organized by the Polish Press Publishers Chamber and is the most recognized distinction for news magazine graphics in Poland.



The jury, consisting of 30 publishers, creative directors and graphics art professors, awarded Computerworld Poland with the Grand Art prize in the category of computer magazines for its cover on the Sept. 20, 2011, issue. The feature story was "Small Computers, Big Problem," and it focused on the security of small computers that can be found in everyday appliances. Computerworld Poland won not only the first prize, Grand Art, but also took the second prize for the cover of a special report, "The Market of IT Service in Poland."

The ceremony took place on May 22 in the Royal Castle in Warsaw. Computerworld Poland's Creative Director **Sławomir Krajewski** was present to accept the Grand Art statuette for the first prize and a certificate for the second prize.

Grand Front 2011 was the 10th edition of the competition. Some 212 media titles submitted 472 covers, which were judged in 13 categories. ■

For more information, contact Tomasz Bitner, editor-in-chief, Computerworld Poland at tomasz_bitner@idg.com.pl.

*Computerworld Poland's Creative Director **Sławomir Krajewski** (second from left) accepts Computerworld Poland's prizes.*

IDG Norway holds fifth annual ChannelWorld event

IDG Norway made some changes in the business model for its Channelworld event, attracting a smaller but more desirable audience for the fifth annual expo and conference on April 18. The event is directed toward anyone who makes a living selling IT products or services, especially resellers or value-added resellers.

Representatives from distributors and vendors who were not among the 26 partners had to pay to attend this year. There were some 560 visitors in all, including 200 who attended the IDG Norway-sponsored evening party at an Oslo restaurant.

Among the partners, all of whom were also exhibitors, nine had speaking roles on the agenda. Depending on their role and exhibit space, partners paid between 9,600 and 17,300 euros (US$11,940 to $21,517). Fujitsu, Kyocera, Canon, Lenovo, Samsung and Avantis were among the partners on the show floor. The event brought in $380,695 in revenue and $190,347 in profit. ■

ChannelWorld

Channelworld Sales Manager ***Morten Bratlie*** *(left) and It-bransjen Editor* ***Thomas Oksum*** *were among the IDG Norway employees working on the event.*

Write to [morten.bratlie@pcworld.no.](mailto:morten.bratlie@pcworld.no)

IDG Connect releases improved app for white papers, new Asia Pacific edition

IDG Connect recently unveiled an upgrade to its White Paper Library app, as well as a new regionalized version of the app produced in partnership with IBM.

The free White Paper Library app, originally released last year, gives users full access to IDG Connect's global library of more than 6,000 IT white papers, which can be saved to their own 'bookshelf.' (The white papers are a blend of client content and IDG Connect research papers.) New users must complete a short registration form to get started. Once signed in, they can use the search bar to find relevant content and save it to their bookshelf. The app includes a multiple vendor iZones where users can access sponsored papers, videos and reports in a dedicated branded area.

While user feedback for the app was very positive, IDG Connect used the feedback to add minor improvements. These make the revised version more user friendly and allow content to be shared via social media. The 2012 version has been downloaded from Apple's iTunes store nearly 7,000 times.

"We hope this application will help give B2B marketers the chance to connect with a wider range of IT professionals and give readers the flexibility to locate business content whenever they need it," said IDG Connect CEO **John O'Malley**.

The White Paper Library app produced with IBM Asia Pacific is regionalized for Asia Pacific and works similarly to the parent app. For the next six months IBM will be the sole featured vendor in the app's iZone, which will include a monthly topic focus, starting with Big Data and Smarter Computing. The iZone features content IBM Asia Pacific has supplied; the rest of the content comes from the main White Paper site.

The free app, available only in the Asia Pacific iTunes store, has been downloaded more than 200 times in the Asia Pacific region and generated 150 leads in its first three weeks.

As icing on the cake, the two IDG Connect apps won Mobile Web Awards from the Web Marketing Association: Best B2B Mobile Application and Best Information Services Mobile Application. ■

Contact IDG Connect Editor Kathryn Cave at kathryn_cave@idg-connect.com.

PR community "meets the press" in Munich to build editorial relationships

In order to enhance its relationship with the public relations community, IDG Germany hosted a gathering — the first of its kind for the company — at its Munich office last month.

The company invited 200 PR representatives from agencies and IT and telecommunications companies, as well as corporate communication managers from IT vendors for a multifaceted one-day meeting; some 120 attended. IDG Germany staff highlighted the editorial excellence of all their brands and provided opportunities for guests and editors to network and develop their personal relationships.

MEET THE PRESS
HERZLICH WILLKOMMEN

IDG Germany Publisher ***Michael Beilfuss*** *(standing) introduces a panel discussion.*

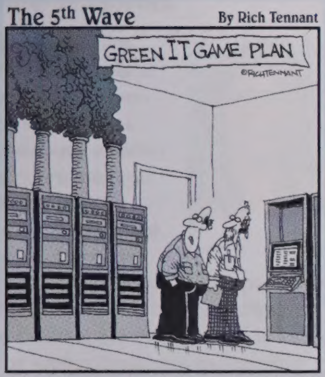
Prof. Dr. Anton Meyer, CEO of the Institute for Marketing at Ludwig-Maximilians-Universität München, led off with a keynote on the future of public relations followed by roundtable discussions. A speed dating-style format enabled guests to hold 20-minute talks with 38 editors — for a total of 238 brief chats — on topics such as how both groups can benefit from PR opportunities and how the two sides can improve their relationships. Workshops focused on topics such as PR and social media, PR and video and PR and editorial needs.

Six sponsors — PR agencies as well as service providers for agencies — underwrote the most of the cost of the event. It's likely a similar event will be held next year, said **Karl-Heinz Piotrowski**, director of IDG Germany's Strategic Marketing Services group and one of the event organizers. "This was a good example of how we can create an innovative relationship between IDG and the PR/communications community," he said, adding that creating a relaxed atmosphere was a key to the event's success. ■

For more information, contact Karl-Heinz Piotrowski at kpiotrowski@idgbusiness.de.

cartoon

Create a caption



Need a break from the work routine? Create a brief caption for this cartoon, go to the home page of www.idgcentral.com and click on the cartoon link, and post the caption in the comments section by June 27.

All contributors will be entered into a random drawing to win an IDG-themed prize.

CLICK HERE

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Arancha Asenjo *IDG Spain*
Andrew Beklemishev *IDC Kazakhstan*
Tomasz Bitner *IDG Poland*
Morten Bratlie *IDG Norway*
Lauren Brousell *IDG Enterprise*
Kathryn Cave *IDG Connect*
Kate Coldwell *IDG Consumer & SMB*
Maryfran Johnson *CIO*
Joe Mola *IDG Enterprise*
Karl-Heinz Piotrowski *IDG Germany*
Jason Snell *IDG Conumer & SMB*
Yuji Takei *IDG Japan*

Luggable, anyone?

Old-style computer takes a bow at CIO dinner

IDG events have a laser-like focus on current and future technologies, but one segment of the CIO Leadership Event last month took a step back in time, much to the audience's delight.

CIO Magazine and Events Editor-in-chief **Maryfran Johnson** was wrapping up the gala awards evening honoring the CIO Hall of Fame and CIO Ones to Watch winners with a toast from CSO Jason Ruger on behalf of Motorola Mobility, the event's underwriting sponsor. She had interviewed Ruger on the main stage earlier at the conference, and the two share a good rapport and a quick wit. Ruger decided he wanted to do something entertaining and memorable with his toast at the dinner, Johnson recalled.

THE CIO LEADERSHIP EVENT

CIO Magazine and Events Editor-in-chief ***Maryfran Johnson*** *shared the stage with a vintage PC.*

"Jason's plan was to tell a story about how he had encountered me on the plane on the way to the event and noticed how 'retro' I was, sitting there reading an actual book taken out from the library. Then he would say that I'd forgotten my PC on the plane, so he brought it along to give it back to me here at the conference," Johnson says. "At that point, he pulled out from under the podium this giant 20-pound luggable computer — a Compaq portable circa 1983 — and presented it to me. It got a huge laugh!"

The annual CIO Leadership Event in Marco Island, Fla., drew 260 qualified CIO/IT executive attendees; more than 300 people attended the awards dinner, including IT providers and attendees. ■

Write to mfjohnson@cxo.com.

Staff celebrates IDG Japan's 30th anniversary

IDG日本法人設立30周年パーティー
IDG

IDG's first overseas subsidiary — IDG Japan — turned 30 last month and celebrated with a gathering for key customers. Above left, IDG Japan employees assemble for a group photo, while, above right, IDG Japan President and CEO ***Yuji Takei*** *chats with IDG Communication CEO* ***Bob Carrigan*** *and IDG VP/International Finance* ***Keith Arnot****, who attended the celebration.*

noteworthypeople

New employees

Tol

Swati Tol joins **IDC California** as a sales representative. She was previously a senior account manager with InsightExpress. A graduate of the Symbiosis Institute of Business Management in Pune, India, she holds an MBA in marketing. In her free time she enjoys travel, hiking, painting and "tutoring kids to be confident and get the best out of them." stol@idc.com

Knillmann

Kristin Knillmann has been hired by **IDG Entertainment** in Munich, Germany, as a junior editor. Previously a communications consultant with Indigo Pearl GmbH, she studied English and German at Heinrich Heine University in Dusseldorf. Away from the office she enjoys reading, social media and listening to and creating music. kknillmann@idg.de

Aschenbrenner

Also new at **IDG Entertainment** is Sales Service Manager **Pia Aschenbrenner**, coming from Qype GmbH where she was a content manager. She studied information management and corporate communications at Bavaria's University of Applied Science Neu-Ulm and enjoys reading, Zumba, skiing and gaming. paschenbrenner@idg.de

IDC California has hired **Davis Kurzenski** as a sales support representative. Previously a regional account manager with Cogent Communications, he holds a B.S. in economics and commerce from Santa Clara (Calif.) University and enjoys surfing, running, new music and "all things Apple." dkurzenski@idc.com

IDC U.K. has hired **Mike Cansfield** as associate vice president, Telecoms and Networking. With more than 25 years of experience in telecommunications, he has previously worked for British Telecom, Ovum and Forrester and recently ran his own consulting and advisory business. He holds a B.A. in combined studies in arts from Newcastle University, an M.A. in management from McGill University in Montreal and an MBA in marketing from City Business School in London. He enjoys cycling, soccer and movies, and marshaling his sons' kart races across the south of England. mcansfield@idc.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Matthew Smith *IDG Enterprise*
Robin Robison *IDG*

29
Derek Hulitzky *IDG Enterprise*

28
Mitch Betts *CXO Media*

26
John Robison *IDG*

24
Deborah Vozikis *IDG Enterprise*
Lottis Bergson *IDG Sweden*

23
Janet King *IDG Research Services*

18
Stephen Compton *IDG Consumer & SMB*

17
Diane Bean *IDG*
Måns Klockar *IDG Sweden*

16
Steve Traynor *IDG Enterprise*
Kath Marston *CXO Media*

15
Alana Dros *IDG*
Walter Mehl *IDG Germany*

14
Robert Wasilewski *IDG Poland*
Pamela Giesen *IDC*
Mary Menendez *IDC*

13
Linus Lai *IDC Australia*
Simone Bos *IDG Netherlands*
Paul Morrisette *IDC*

12
Jennifer LeMay *IDG World Expo*
Nathaniel Martinez *IDC U.K.*
Torun Bjurman *IDG Sweden*

11
Jane Weissman *IDG Connect*
Stefanie Kusseler *IDG Germany*
Mel Manasan *IT World Canada*

10
Karen Arnowski *IDG Global Solutions*
Natalye Alter *IDC*

9
Tanya Webber *IDC Singapore*
Martha Martin *IDC*

8
Melissa Chau *IDC Singapore*
Magdalena Szczodronska *IDG Poland*
Koichi Nagayama *IDC Japan*
Heather Karki *IDC*
Robert Cerulle *IDC*

7
Miguel Palomero Prieto *IDG Spain*
Leah Barton *IDC*
Monika Kumar *IDC*
Ryan Patterson *IDC*
Bruno de Andrade Faria *IDC Latin America*

6
Elaine Senay *IDG*
Leon Xiao *IDC China*
Egbert van Sterkenburg *IDG Netherlands*
Brian Howden *IDC Canada*
Abigail Swabey *IDG Australia*

5
Rich Hartman II *CXO Media*
Brett Ferry *IDG Enterprise*
Kristin Burnham *CXO Media*
Carolyn Rauch *IDG World Expo*
Ella Zhang *IDC China*
Philip Carter *IDC Singapore*
Dan Moren *IDG Consumer & SMB*
William Patin *IDG Germany*
Norah Miller *IDG Sweden*
Christopher Whitehouse *IDG Global Solutions EMEA*
Alex Lincoln *IDG U.K.*

4
Emily Hart *IDG Enterprise*
Brian Carlson *CXO Media*
Matthew Levine ***IDG TechNetwork***
Ridhi Sawhney *IDC India*
Robert Strohmeyer *IDG Consumer & SMB*
Rainer Bachmaier *IDG Germany*
Jessica Nilsson *IDG Sweden*
Rogier Warnink *IDG Netherlands*
Mira Perry *IDC Canada*
Patty Bu *IDC Canada*
Rhys Lewis *CIO U.K.*
Maria Del Carmen Abril Delgado *IDG Spain*
Luciano Acosta *IDC Brazil*
Rathina Sabapathy *IDC CCR*
Adil Shahzad *IDC CCR*

3
Åsa Schelin *IDC Sweden*
Tim Keough *Network World*
Kyle Flick *IDG Consumer & SMB*
Pedro Hagge *IDC Brazil*

2
Lauren Brousell *CXO Media*
Emma Fajardo *IDC Philippines*
Stefan Koppa *IDG Germany*
Megan Dahlgren *IDC France*
Theske Slijkerman *IDG Netherlands*
Kat Neal *IDG TechNetwork U.K.*
Sheila Brennan *IDC*
Jennifer O'Brien *IDG Australia*
Cate Bacon *IDG Australia*

1
Karyn Murphy *IDG Enterprise*
Robin Clausen *IDG Enterprise*
Mark Halstead *IDG Enterprise*
Kannagi Shekhar *IDC India*
Rana Gopal *IDC India*
Min-Cheoi Kim *IDC Korea*
Joon Yheah Tan *IDC Singapore*
Sabharinath Balasubramanian *IDC Singapore*
Saswati Mikherjee *IDC Singapore*
Mary Rodaline Davila *IDC Singapore*
Andy Ye *IDC Taiwan*
Maximilian Kwapli *IDG Germany*
Lisa Borgman *IDG Sweden*
Mariola Rauzer *IDG Poland*
James Speedy *IT World Canada*
David Court *PC Advisor*
Marcos Javier Martin Pestaña *IDG Spain*
Stephanie Geary *IDC*
Elyse Shuster *IDC*
Apolo Lopez *IDC Mexico*

unsunghero

Lauren Brousell

Editorial Assistant
CIO Magazine

CIO magazine Managing Editor Christine Celli nominated Editorial Assistant Lauren Brousell as her group's Unsung Hero, saying, "She's always been diligent about staying on top of her core responsibilities while looking out for new opportunities. I think that's where she really has earned some recognition: no matter what you come to her with, she's going to do what she can to help. I love how well she takes direction and how she works so hard to stretch her editorial skills despite her heavy workload."

Home

Medfield, Mass.

Title

Editorial assistant for CIO magazine. I'm hoping to write more and different types of articles for the magazine and website as well as continuing my involvement in CIO events.

Primary job responsibilities

I write a range of regular articles for CIO magazine. For our Events division, I am speaker manager for the 11 CIO events we put on each year, which includes nine regional events and two national events. I manage the CIO awards programs: CIO 100 and CIO Hall of Fame. I also proudly support the CIO magazine staff as well as the editor-in-chief.

What I love most about my job

Getting to interview CIOs from all over the world to learn about their businesses and how they are solving complex issues using technology. With each one, you learn what their line of work is like and form connections across different types of industries. I love getting to meet CIOs in person at our events and talk to them about their latest initiatives and the trends that are on their radar.

Hot-button issue I'm dealing with on the job

We as journalists are trying to figure out how to use social media to get more people to consume our content but also trying to find what value we can get out of it, whether it is starting conversations online with readers to see what they are talking about or figuring out what types of articles are the most popular.

JOE MOLA

***Lauren Brousell** joined IDG Enterprise just after she graduated from college in 2010.*

Latest accomplishment

Receiving an IDG Enterprise Editorial Excellence Award with my editorial team for our "2012 State of the CIO" feature story.

What I'm doing to be a better employee

Trying to add more elements to the content we publish, such as video and photos, and coming up with creative ways to promote it on social media. Also, looking to participate more in the social aspect of our events by managing Twitter feeds to interact with attendees.

Interests outside the office

Watching New England Patriots football, traveling to new places, being an amateur photographer, listening to country music, sleeping on planes, reading books and magazines that are *not* on an electronic device.

What others can't tell just by looking at me

I'm a big sports fan and can sit down to watch any sport on TV and be interested in it. I was a sports reporter in college and covered different sports teams, from basketball to crew to football. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

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» ANNOUNCING THE 2013 IDG EMPLOYEE PHOTO CALENDAR CONTEST! PAGE 6

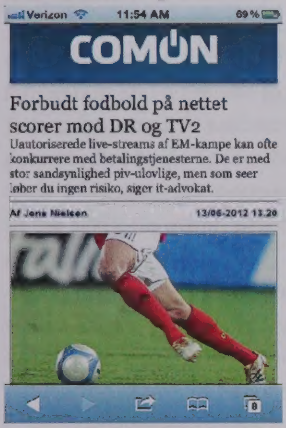
IDG World Update

EMPLOYEE NEWS AND INFORMATION

18 JUNE 2012 | VOLUME 42, NUMBER 23 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEW HIRES - page 6 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

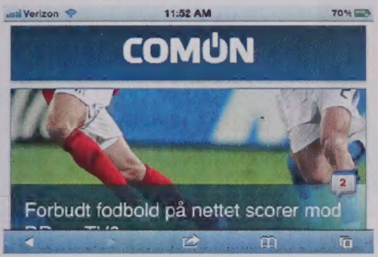
IDG Denmark launches first of four responsive design sites



Forbudt fodbold på nettet scorer mod DR og TV2

Uautoriserede live-streams af EM-kampe kan ofte konkurrere med betalingstjenesterne. De er med stor sandsynlighed piv-ulovlige, men som seer løber du ingen risiko, siger it-advokat.

Af Jens Nielsen 13/06-2012 13.20



Forbudt fodbold på nettet scorer mod

With a focus on matching user expectations for easy access to news from any device, IDG Denmark builds its first responsive website.

SEE MORE ON PAGE 4

Computerworld Honors program recognizes IT's impact on society

Established in 1988 by IDG Chairman ***Pat McGovern****, the awards program brings together the men, women, organizations and institutions around the world whose visionary applications of information technology promote positive social, economic and educational change.*

SEE MORE ON PAGE 2

More inside...

One on one: IDC Canada Managing Director and SVP/Worldwide Consulting Vito Mabrucco

IDG SMS's Howard Sholkin outlines how the power of PR, speaking engagements and awards combine to generate ongoing visibility

The 29th annual IDG Employee Photo Calendar Contest is officially under way!

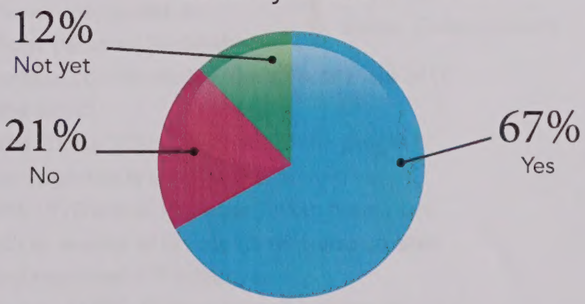
SEE MORE ON PAGE 6

IDG Sweden Head of Mobile Pontus Jeppsson is this week's Unsung Hero.

SEE MORE ON PAGE 8

Question of the week results

Have you changed your LinkedIn password as a result of the recent security breach?



Log on to www.idgcentral.com to vote on this week's question:

How many playlists do you have?

CLICK HERE

Computerworld Honors celebrates IT's role in promoting positive changes

On June 4, with the elegant backdrop of the Andrew Mellon Auditorium in Washington, D.C., signifying the stature of the evening, the 24th annual Computerworld Honors Program brought together the men, women, organizations and institutions around the world whose visionary applications of information technology promote positive social, economic and educational change.

Companies and organizations around the world nominated more than 500 IT initiatives that represented innovation and a benefit to society. A panel of IDG Enterprise editorial leaders and IT experts selected 200 case studies to comprise this year's Laureate class. There were 144 Laureates representing more than 25 countries at the black-tie event, which had a total of 329 people on site.

IT projects were honored in 10 categories: Collaboration, Digital Access, Economic Development, Emerging Technology, Environment, Health, Human Services, Innovation, Safety & Security and Training/Education.

"The breadth of new ideas in every category never ceases to inspire me," said Computerworld Executive Editor of Events **Julia King**, who emceed along with Computerworld Publisher **John Amato**. "Many nominations showcased innovation on severely limited budgets. There were certainly many applications using leading-edge technologies, but across all the categories many Laureates were extremely resourceful-in their use of low-cost consumer technologies such as SMS."

In addition to King, employees among the 22-member panel of judges included SVP/Chief Content Officer **John Gallant** and Content Manager/Editorial Event Strategy **Mindy Blodgett**, both from IDG Enterprise, and, from Computerworld, Managing Editor/Technologies **Johanna Ambrosio**, Managing Editor/Features **Ellen Fanning**, Editor-in-chief **Scot Finnie**, Editorial Project Manager **Mari Keefe**, Features Editor **Tracy Mayor**, National Correspondent **Robert Mitchell** and Assistant Managing Editor **Valerie Potter**.

Key contributors from IDG Enterprise's events team included VP/Marketing and Content, Events **Anne McCrory**, who worked closely with the editorial judges and managed the event flow, Event Manager **Sarah Regan** and Senior Director/Events **Deb Begreen**.

Computerworld Executive Editor of Events ***Julia King*** *emceed the program along with Computerworld Publisher* ***John Amato****. Each of the Laureates received an engraved medallion.*

The evening's events began with IDG Enterprise COO **Matt Smith**, Amato, Finnie and Fanning presenting medallions to all honorees inscribed with the program's mission, "A Search for New Heroes." Additional honors were given to the 50 21st Century Achievement Award finalists — five Laureates from each of the 10 categories — whose case studies represented outstanding innovation. The field was narrowed further with the presentation of the 21st Century Achievement Awards given to only one finalist in each category.

> "The breadth of new ideas in every category never ceases to inspire me."
>
> *Julia King, executive editor of Events, Computerworld*

In addition, LinkedIn Co-founder and Executive Chairman Reid Hoffman received the Morgan Stanley Leadership Award for Global Commerce. The honor recognizes an individual whose personal leadership has made a critical contribution to the effective use of IT throughout the world.

During the Global Vision segment of the program, a sponsorship opportunity sold for the second year to Dell Wyse, DW VP/General Manager Tarkan Maner presented awards to several of his clients who also created innovative and resourceful IT initiatives.

With an array of IDG Enterprise staff looking on, including President & CEO **Michael Friedenberg**, IDG Communications CEO **Bob Carrigan** concluded the event with a toast to the winners. ■

Write to Julia King. Details about this year's Laureates can be found at the Computerworld Honors site.

OneonOne

Vito Mabrucco, the managing director of IDC Canada and IDC/ SVP, Worldwide Consulting, is this week's columnist.

Vito Mabrucco has been with IDC since 2001.

> "The key success factor for IDC's custom business is the ability to attain a high level of collaboration between the analysts, sales and Consulting/ GMS teams to focus on a customer need or problem."

Q Can you provide a snapshot of the value and growth prospects for Canada's ICT market?

A The Canadian information and communication technology industry continues to be a very strong contributor to the overall health of Canada's business landscape. With over 600,000 employees in the industry and a contribution to GDP of over 5%, it represents one of the largest industries in Canada. Over the years there have been some great companies in Canada that went on to be acquired (Cognos, JDS, Corel, ATI Technologies, Radian6, Rypple, Platform Computing, Gennum, rugged.com and others), and most continue to operate a strong Canadian base because they are served well by the strong technical expertise that exists in the local labor force. While RIM may be struggling today, they are still a multi-billion dollar global organization and have created over time a large and active ecosystem of mobility software and hardware companies serving global markets from the region of Waterloo, Ontario. Most recently, CGI, a large services and outsourcing firm headquartered in Canada, acquired Logica in the U.K. The Canadian economy, while impacted by the recession and the slower growth period we are in, is relatively healthy and the ICT industry is doing well. In fact, there is potential for upside as the perennial gap with the U.S. on ICT investment per capita is of high focus for the industry and the Canadian government. And one last plug for Canada: The 18th World Congress on Information Technology will be held this year in Montreal, Oct. 22-24, and we are expecting over 3,000 delegates and 300 members of the media from 80 countries. More information at www.wcit2012.org.

Q What are some of IDC Canada's accomplishments this year?

A IDC Canada is having a good year even with the challenges that one of our major customers — RIM — has been having. The domestic business has been strong, especially in the area of consulting and honoraria (i.e., speaking engagements). The Canadian team continues to perform well and drives increasing relevance to our clients and to the industry overall in Canada. IDC and its employees have a unique position in the Canadian ICT market. A good example is the level of engagement with our customers through the IDC Canada Customer Council. This is an invitation-only council of CEOs and senior executives in the ICT market that represent the business, marketing and sales leaders of our clients. By engaging with them regularly we are able to showcase our depth of knowledge and gather feedback on relevant offerings and services we should be developing for their needs and, as a result, deepening our relationship with them, our key customers.

Q You have been working on developing worldwide Consulting Practices. What kinds of practices are within the consulting area?

A The practices are a natural evolution of the IDC Consulting business. There have always been some key activities and custom solutions that we do well and represent a large part of our business. We began to discuss ways to put some form around those activities about a year ago, and we came up with a list of about 12 methodologies or approaches that we found we could apply to multiple technology research domains, IDC's four pillars (Cloud, Mobility, Big Data/ Analytics and Social Business) and/or multiple geographies. We needed to better articulate a more consistent way of explaining to our customers what kinds of solutions we have and develop a more replicable approach for these solutions.

The approach we took was to begin with the customer business lifecycle in mind: Planning, Implementation and Measuring. By focusing on the customer perspective first, we felt IDC could offer more relevant custom solutions at any point in the business lifecycle. This approach resonates with customers and prospects because it speaks to their business challenges first, then we can address the needs they have with a set of replicable solutions — or what we call practices. The initial set of practices we have launched (and you can see more detail on IDC.com under the Consulting tab) includes: Custom Analytics, Buyer Behavior, Partnering, Integrated Marketing, Thought Leadership Programs and Business Value. We plan to launch more over the next several months, as well as develop the website with more content, including case studies, testimonials, more visuals of the deliverables, as well as more intuitive navigation.

Q What is the role of worldwide consulting within IDC's business as a whole?

A The Consulting business is a significant contributor to IDC, representing about 30% of the IDC business. The consulting, or what we are

Continued on page 7

IDG Denmark builds its own responsive design site

*The IDG Denmark development team, under the leadership of **Lars Jacobsen** handled every aspect of the responsive design project — from the design to the deployment. "Our goal was that the final product should interface invisibly with our existing CMS so there would be no extra work for the editorial staff. They just publish and prioritize the articles as they always have done," Jacobsen said. Pictured above (l-r): **Odin Broersma**, lead developer; **Dan Nim Andersen**, senior developer; and **Thomas Kathjern Effersøe**, developer.*

IDG Denmark has rolled out the first of four websites that will be built using responsive web design. Mobile device users visiting comon.dk, a news site for Danish IT professionals, are the first to benefit from the mobile-optimized format, which, by summer's end, will extend to pcworld.dk, computerworld.dk and crn.dk, according to **Lars Jacobsen**, head of development at IDG Denmark.

Jacobsen said that a number of factors drove the decision to embrace responsive design, not the least of which is the steady growth in mobile traffic the company is seeing. "Today around 15% of visitors to our regular websites are using mobile devices," he said. One year ago, that number was 6%. "At the same time, while we've had some success with our Computerworld app, we found that the app-based approach was too intensive in terms of labor and knowledge without any substantial monetary gain or growth of our user base."

In addition, the sheer variety of mobile devices — Kindle Fire, iPad, iPhone and all the Androids — argued in favor of a site structure that could accommodate multiple formats, Jacobsen said.

After speaking with one of Denmark's leading web agencies about building the sites, Jacobsen said they decided to do the work in-house for two main reasons. First, the agency had no experience with key functionality such as ad serving and metrics — both essential ingredients for a media company. Second, and perhaps even more important, Jacobsen said, "I wanted the HTML5 knowledge firmly placed inside IDG so we could handle any adjustments and future projects without being dependent on outside expertise."

Jacobsen said it took the development team a couple of weeks to define the scope of the project, read up on the technology, study the "too-few" responsive media sites available today and brush up on the ad serving technology. The group then settled on what content it would serve up and in what order. At that point, "the lead developer on the project, **Odin Broersma**, spent about a month building an HTML5-based prototype that we would soundly criticize at every meeting," Jacobsen said. Once the kinks were worked out of the prototype, Broersma spent about a month and a half building the site.

"In the end, all three of our developers were involved in various parts of the design to make sure that the knowledge is distributed within the team," Jacobsen said. "A dedicated team with no other projects and a designer with knowledge of touch-based usability could probably complete this project in two-thirds of the time it took us."

As expected, the new responsive design site has not resulted in any significant gains in mobile users, Jacobsen said. "The last couple of years have shown that new online technology from the publisher side doesn't really move users. A nice mobile site, a good system for comments or great usability might make them return but the big shifts in our traffic have always come from editorial changes."

> We found that the app-based approach was too intensive in terms of labor and knowledge without any substantial monetary gain or growth of our user base.
>
> *Lars Jacobsen, head of development, IDG Denmark*

That said, Jacobsen noted that site metrics for the past few weeks show that users have embraced the changes with pages per visit and time spent on the site having grown 15% to 25% since the new site was launched.

According to Jacobsen:

- Pages per visit have grown from 2.06 pages to 2.36 pages (a 15% increase).
- Time spent per visit has grown from 1.43 to 2.07 minutes (23% increase).
- During the same time frame there was a 25% drop in the number of users who view only one page.

continued on page 5

The power of three

PR, speaking engagements and awards combine to generate ongoing visibility

Howard Sholkin, *director, communications & marketing programs, IDG Strategic Marketing Services, shared his thoughts on developing an effective strategy for building visibility. Reach him at* howard_sholkin@idg.com.

Just as with digital marketing where several elements such as display, email and social come together for an effective program, public relations encompasses various components that, when used in combination, can dramatically enhance an organization's visibility. Too often PR is defined as a news release when in reality much of what you read or hear about each day is not generated by a release.

Public relations (news releases and story placements), speaking engagements and awards can feed off each other to provide ongoing visibility for a company and its products. For example, in April, IDG Communications CEO **Bob Carrigan** delivered a keynote presentation to the Newspaper Association of American (NAA). Why did a premier newspaper association invite a tech media executive to kick off its annual conference in Washington, D.C.?

One Year in the Making

It began in February 2011 when Bob became chairman of the Internet Advertising Bureau (IAB) and delivered the opening speech at IAB's annual conference. During a break, I met Editor-in-chief Art Kleiner of Booz & Company's strategy + business newsletter. He was impressed by Bob's comments and scheduled an interview. Over a period of several months, Bob spoke with Kleiner, which led to a Q&A column that appeared in the spring issue (one year after the first IAB meeting) of strategy + business: "The Thought Leader Interview: Bob Carrigan, an online innovator — and CEO of IDG Communications" — explains why new media is the most optimistic part of the economy."

I also took parts of Bob's speech and worked with him to write a column for Media Business that appeared in the February 2012 issue: "Attention Washington: Follow the lead of digital media". Bob's strategy + business comments have also appeared in InPublishing, a U.K.-based outlet, Adexchanger.com, and IAB SmartBrief.

The Booz & Company article was sent via email to tens of thousands of subscribers, posted to its website, and distributed to its Facebook and LinkedIn pages as well as Twitter. An NAA executive saw the article about IDG's transformation from print to digital (the major issue facing newspapers) and asked his friend Randall Rothenberg, president & CEO, IAB, if Bob would be a good speaker (Bob and Randall are friends from the IAB). Within a few days, Bob had accepted the speaking invitation, and, as it turned out, he spoke just a few hours before President Obama addressed the conference.

Bob Carrigan *was one of the featured speakers at this year's Newspaper Association of America conference in Washington, D.C., where he was interviewed about IDG's digital transformation.*

A U.S. Honor Goes International

In 2011, Folio named **Matthew Yorke**, president, IDG Global Solutions and Strategic Marketing Services, one of its a C-Level Visionaries. Previously, he was selected by Media Industry Newsletter (Min) as a Social Media Superstar and named a Publishing Executive Innovator by Media Business. The Folio honor led to a speaking invitation at The Mediafacts Publishers conference in The Hague, Netherlands, on June 7. To promote his keynote, Mediafacts posted an article about Matt's speech to its site last month. It is a major media conference in The Netherlands that will boost IDG's position in that market.

An award from Folio led to an invitation for ***Matthew Yorke*** *to address this month's Mediafacts Publishers converenece in the Netherlands.*

They Won't Know if We Don't Tell Them

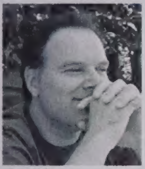
IDG has numerous colleagues, stories and customers that if properly exposed, could garner the same visibility as Bob and Matt. Strengthening relationships with reporters and conference organizers as well as active participation in trade associations can help lay the necessary groundwork. By presenting compelling content and thought leaders to media, bloggers, social networks and event producers, IDG becomes more prominent and attractive to clients and prospects. ■

noteworthypeople

New employees

Welter

IDG Netherlands has hired **Marie-José Welter** as a Strategic Marketing Services consultant. She was previously an events sales and marketing manager with Madurodam and has also worked as a partnerships marketing manager with the publishing firm Sanoma Media. She holds a B.A. in communication from Fontys Hogescholen in Eindhoven, Netherlands, and enjoys jogging, swimming, reading and cooking for friends and family. mjwelter@idg.nl



de Vries

Also new at IDG Netherlands is Customer Service Assistant **Reyer de Vries**. Previously a call center agent with Quality Contact, he holds a B.A. in bass guitar teaching from Conservatory Alkmaar and is a USoft-certified 4GL systems developer. In his free time he enjoys motorcycle touring and building guitars. rdevries@idg.nl

Previously an editor with Infostrada Sports Group, **Chris Koenis** joins IDG Netherlands' Webwereld as an editor. She holds a degree in journalism from Utrecht's University of Applied Sciences and enjoys running, cycling and literature. ckoenis@idg.nl

Gromov

Vyacheslav Gromov joins IDG Business Media in Munich, Germany, as a web and mobile developer, a title he also held at Urban-Brand GmbH. He majored in radio technology at the State Electrotechnical University in St. Petersburg, Russia, and enjoys photography, reading and travel. vgromov@idg.de

Ready, set, click! The 2013 IDG Calendar Contest begins

Keep those cameras handy, think creatively and you'll be ready for IDG's 29th annual Employee Photo Calendar contest.

The calendar, which is mailed to IDG offices worldwide, is your opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images on any subject. Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.

2013
Calendar Contest

- Each entry should have your name, business unit, telephone, fax number and email address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 14, 2012.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. Online voting will take place during the weeks of Sept. 24 and Oct. 1.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself and a description of how you came to take the photo.

Questions? Write to the World Update editors. Good luck! ■

Tips for getting started with a responsive design project

IDG Denmark Head of Development **Lars Jacobsen** offered a few tips for getting started with responsive design.

Jacobsen

- **Take your time.** Visit as many responsive sites as possible. BostonGlobe.com is a must, but there are some very modern-looking Wordpress themes out there, as well. Also, reading Ethan Marcotte's book, "Responsive Webdesign" and "Designing with Progressive Enhancement" might be a good way to start.
- **Design for users, not to impress peers.** Our goal was to create an effective mobile- and tablet-friendly site with content that was easy to consume and quick to access. So we kept artistic touches and a lot of our original swipe, shake and turn-able ideas off the site. Start out with the content and the user flow on your site.
- **Test usability.** Remember that your pages will be navigated with fingers, so test every button, list and menu with actual fingers on actual screens. With Comon.dk we were inspired by the Metro interface that will be part of Windows 8.
- **Use a small number of layouts.** We limited ourselves to three basic layouts: horizontal tablet, vertical tablet and mobile. This seems to cover all devices we have come across.

continued from page 4

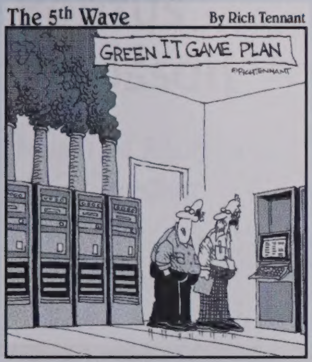
Responsive design

"Implementing sites that are optimized for the devices on which users access content — be it at their desks, on the train or during a break in a meeting — is increasingly important," Jacobsen said. "I want our sites to match the user's expectations of easy access to news from any device and any place. Native apps just don't seem to be the answer to that as they lock the user, the developer and the business model in whatever place Google or Apple finds commercially attractive." ■

For more information, contact Lars Jacobsen.

cartoon

Create a caption



Need a break from the work routine? Create a brief caption for this cartoon, go to the home page of www.idgcentral.com and click on the cartoon link, and post the caption in the comments section by June 27.

All contributors will be entered into a random drawing to win an IDG-themed prize.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Deb Begreen *IDG Enterprise*
Ellen Daly *IDG Enterprise*
Lars Jacobsen *IDG Denmark*
Julia King *Computerworld*
Anne McCrory *IDG Enterprise*
Pontus Jeppsson *IDG Sweden*
Vito Mabrucco *IDC Canada*
Michelle Maher *IDG News Services*
Sarah Regan *IDG Enterprise*
Howard Sholkin *IDG Strategic Marketing Services*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36
Therese Bergstrom *IDC*

34
Debra Sobin *IDG Corporate Services Group*

17
Jeroen de Jager *IDG Netherlands*
Tony Olvet *IDC Canada*
Amie White *IDC*

14
Lance Castonguay *IDG Corporate Service Group*

13
Chris Lin *IDG Enterprise*

12
Jose Carlos Daganzo *IDG Spain*
Christopher Chute *IDC*

11
Kyoko Suzuki *Computerworld Japan*

10
Soon Yul Chang *IDC Korea*
Marcus Wilkerson *Macworld U.K.*

9
Natalya Yezhkova *IDC*

7
Nicola Morrison *Macworld U.K.*
Miguel Palomero *IDG Spain*
Thomas Mahowald *IDC*

6
Shaun Callaghan *IDG Enterprise*

5
Alan Wu *IDG Corporate Services Group*
Benjamin Woo *IDC*

4
Maria del Carmen-Abril *IDG Spain*

3
Tia Denny *Computerworld*
Eran Butts *IDG Enterprise*
Trever Cumming *IDG Enterprise*

2
Caue Fernandez Fagerstron Fabiano *Now! Digital Business*
Ada Song *IDC China*

1
Jason Shen *IDC China*
Cindy Gao *IDC China*
Cecilia Hu *IDC China*
Gopi Rajeev *IDC India*
Daniel Pang *IDC Malaysia*
Shawn Chan *IDC Singapore*
Erik Annerberg *IDG Sweden*
Marcin Brzostek *IDG Poland*
Joanne Speeryn *TechWorld U.K.*
Martin Marcos Javier *IDG Spain*
Allyson Hughes *IDC*

OneonOne

Continued from page 3

beginning to call Custom Solutions, represents the contribution and dedication of a number of stakeholders in IDC. There are a large number of people in IDC who develop and deliver the Custom Solutions business, and it cuts across all geographies and organizations. It includes activities at the country level where the local teams provide high-impact custom market research and GMS solutions. It also represents the activities of the worldwide Go-to Market Services team led by **Laura Nurzynski** and the worldwide and regional Consulting leaders.

The key success factor for IDC's custom business is the ability to attain a high level of collaboration between the analysts, sales and Consulting/GMS teams to focus on a customer need or problem. Bringing breadth and depth of knowledge and capabilities, focused on a specific customer need, and providing a solution that has a measurable impact on their business' success is what differentiates IDC. It's not just about our great collection of assets, it's about how the teams develop and deliver them to meet a client's business challenges and have a positive impact on business results.

Q What are some examples of how clients have tapped IDC's consulting expertise?

A In one case, and this is not uncommon, we provide our customer a set of custom market analytics that they use to make investment decisions as well as measure the performance of their management and geographies. For this large global customer we created a set of custom data for one of their largest product groups that they use for business planning, making resourcing decisions based on competitive share assessment, understanding growth markets by geography and segments, country and regional manager compensation, as well as long term strategic business investment planning.

A second example is the Thought Leadership Practice for market leaders. Our approach for these multi-dimensional programs is to speak to true industry issues, challenges and opportunities for the buyer and not to make it about vendor products. It is all about driving awareness in the market for our customers by providing IDC's industry-leading thought leadership in context of end-user needs and doing it in an interactive, current and multi-channel approach. The results have been outstanding in terms of the number of impressions, press mentions, news stories and follow-on conversations that it drives for our customers with their customers. Examples of these include programs with CA, Xerox, EMC, Unisys Adobe, Sungard, Deltek and the most recent example, Ricoh. For more information on these programs contact Jason Cunliffe or Laura Nurzynski. ■

unsunghero

Pontus Jeppsson

*Head of Mobile
IDG Sweden*

*IDG Sweden Online Manager **Lottis Bergson** named Pontus Jeppsson for this feature, saying "Pontus combines his understanding of our readers' needs and behavior with great technical skills. This is, among other things, one reason why IDG Sweden is in the very front line of mobile development."*

Joined IDG Sweden
March 2006

Career path
I started at IDG as an online editor at PC för Alla. As I became more interested in online and business development I became the manager of a couple of other websites, as well as being responsible for our mobile sites. Soon it became clear that mobile was the area to focus on, so for the last three years I have worked full time to expand our mobile business and get the company ready for a future where mobile is first.

Primary job responsibilities
Managing mobile product and business development. It means making sure we have the right technology to publish our content in mobile sites and apps, that our staff has the right training and that what we do is profitable in the long term.

What I love most about my job
Mobile is the fastest moving part of the publishing industry, and it's a privilege to be right in the middle of that.

A hot-button issue I'm dealing with
HTML5 and other technologies for cross-platform publishing is a hot issue in the mobile sphere now. We recently started a major project to build a platform on which we can publish the same content to apps for iOS, Android and Windows Phone, as well as mobile and tablet-optimized sites. HTML5 allows us to develop for the different mobile channels in a much more rational way than we do today.

***Pontus Jeppsson**, IDG Sweden's head of mobile "combines his understanding the readers's need and behavior with great technical skills."*

Latest accomplishment
I'm very proud to have been the project manager for the Computer Sweden All Inclusive project in which we created digital products under the Computer Sweden brand, including an iPad app and exclusive online content behind a paywall. It was a large-scale attempt to start charging for digital content and has been very well received by both readers and advertisers since its launch in late 2011.

Career highlights
I think that has to be the different product launches I've been involved with. The first version of Macworld's iPad magazine, our first iPhone app and the 20 redesigned mobile sites we launched last year are memorable events in recent years.

Interests outside the office
I have a four-month-old daughter, Edith, so that pretty much sums it up. I can't think of anything more enjoyable to do outside the office than hanging out with her. When I have a little time on my own I like to go out for a run.

What others can't tell just by looking at me
I used to be the drummer in a punk band many years ago. We weren't very successful. Or good. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

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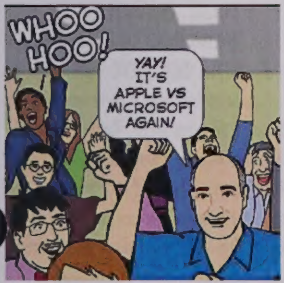
IDG World Expo teams up for E3

IDG World Expo staff worked with partners from several organizations (in parentheses) to produce E3 earlier this month. Front row (l-r): Dave Bishop (ShowNets), **Kristin Dacey**, marketing specialist; **Maureen McNeil**, registration manager; **Madeline Kruzel**, VP, E3 general manager; **Jacklyn Mellen**, marketing manager; **Elizabeth Neimchak**, intern; and **Giovanni Stein**, E3 sales manager. Second row: **Donald Young**, senior program manager; Casey Cowan, Presentation Services (PSAV), **Janet Pitt**, operations manager; **Mariella Ley**, senior operations manager; **Marci Yamaguchi Hughes**, president GamePro Custom Solutions; **Suzanne Levecque**, director, VIP Programs; and **Carolyn Rauch**, senior VP, Strategic Communications and Event Development. Third row: **Bryan Rusciano**, senior operations manager; **Mary Dolaher**, WEC CEO; **Alida Roberts**, senior operations manager; **Ellen Moorehead**, sponsorship sales manager; **Donna Moschella**, SVP, Finance and Administration; **Melissa Messier**, VP, Marketing; **Shanna Cito**, director, Sponsorship Sales; and **Christopher Lee**, web developer, GamePro Custom Solutions. Fourth row: Tom Fields (Los Angeles Convention Center); **Julia Smith**, SVP National Sales, U.S.; **Nan Funsch**, manager, Sponsorship Programs; Rasheed Rasshan (PSAV); Dylan Eddleman (PSAV); and **Ron Moreau**, E3, Macworld director of sales. Fifth row: Lauren Nielson, Global Experience Specialists (GES), John Roberts (GES), Maria Feliciano (GES), Conner Davok, WEC intern; and Chris Brubaker (E3 volunteer).

SEE MORE ON PAGE 4

Tweet ends up in tech cartoon


WHOO HOO!
YAY! IT'S APPLE VS MICROSOFT AGAIN!

What is IDG U.K. Publishing Director **Simon Jary** (blue shirt) doing in this cartoon, and how did he get there? Go to IDG Central's Photo of the Day to find out!

More inside

Banking Vietnam bring new technology to Hanoi

Le Monde Informatique honored for traffic gains

One on one: IDG Communications CEO Bob Carrigan

PC WELT uses Euro Cup to boost social media followers

IDG Training and Development rolls out the first IDG Compass program.

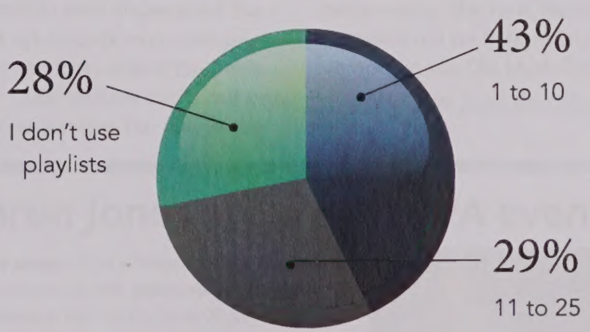
SEE MORE ON PAGE 6

This view from the IDG Corporate Support Center's boardroom could be yours for your next meeting.

SEE MORE ON PAGE 7

Question of the week results

How many playlists do you have?



Log on to www.idgcentral.com to vote on this week's question:

Which operating system does your primary phone run?

CLICK HERE

Le Monde Informatique honored for gains in Internet traffic

LeMondeInformatique.fr, a comprehensive site for French IT professionals, received an award earlier this year from OJD, a media audit bureau in France, for outstanding performance over the past four years. The awards program, "Étoiles de L'OJD" (the "Stars of OJD"), recognizes the best annual increases in Internet traffic in the consumer and the trade press since 2008.

In OJD's ranking of "technical and vocational sites," LMI experienced the largest increases in visits among all sites in the B2B category. It had 5,835,993 accumulated annual visits between 2008 and 2011 certified by the OJD.

In January 2012, LMI reached 1.84 million page views and 976,890 visits. The site averages between 750,000 and 980,000 visits monthly.

*IT News Info Managing Director **Jean Royné** (left) and LMI Managing Editor **Serge Leblal** accept the audit bureau's award at a ceremony in Paris.*

The award follows an editorial honor late last year for Best Professional Website 2011, given by the l'Association pour la Promotion de la Presse Professionelle (the French Association for the Promotion of the Professional Press).

The IT News Info company, an IDG partner since 2007, also publishes the online brands Distributique, CIO and Networks & Telecoms.

Write to Managing Editor Serge Leblal. ■

Norway looks to sponsored issues

IDG Norway's search for new revenue sources has yielded some promising results in the form of vendor-sponsored special issues.

Recently, the sales team approached Microsoft to sponsor the April issue of PC World Norway to correspond with the arrival of Windows Phone in the market.

PC NORGE WORLD
25 år
Den mest sosiale mobilen
Windows Phone-mobilene
✓Nokia ✓Samsung ✓LG ✓ZTE ✓HTC
STØRSTE
App-utviklerne
De nære ting

Microsoft bought 30,000 copies for their partners to distribute to

Microsoft paid 294,200 NOK (US$49,388) for four full-page ads and 30,000 additional copies of the magazine, which they sent to their partners for distribution to end users. They also provided IDG Norway with contact information on partners that would be additional potential advertisers, and a number of them signed on as well. Total ad revenue for the issue was 640,000 NOK, ($107,438), and subscriber revenue brought in another 705,000 NOK ($118,350); PCW Norway subscribers paid extra for the special issue.

Overall, the profit was 505% higher than a regular issue, "and the editorial was independent as always in PC World Norway," said IDG Norway Sales Director **Rune Antonsen**.

An issue of Computerworld Norway will be sponsored by Evry, a company marking its 50th anniversary.

Write to Rune Antonsen. ■

Banking Vietnam brings new technology solutions to Hanoi

BANKING VIETNAM 2012
ĐĂNG KÝ BÁO CHÍ

*Representatives from the State Bank of Vietnam welcomes an attendee while IDG Vietnam PR and Communications Manager **Tram Anh Pham** (third from left) assists at registration.*

IDG Vietnam, in conjunction with its co-organizer, the State Bank of Vietnam's IT Department, produced the 15th Banking Vietnam expo and conference last month in Hanoi.

The event maintained its standing as the most effective and prestigious forum on IT application and solutions for the country's banking sector, said PR and Communication Manager **Tram Anh Pham**. Local and international companies were well represented with more than 50 sponsors taking advantage of a variety of sponsorship packages, and there were 42 exhibitors on the show floor. A popular demonstration area showcased the most up-to-date non-cash payment services, where the more than 1,000 visitors could not only test the services but also make live shopping transactions.

The conference program's 850 attendees heard from more than 40 speakers from Vietnam and other countries including India, France, Singapore, Thailand and Korea.

In recent years, IDG Vietnam has been experimenting with tiered admissions to many of its events. The target audience of C-level decision makers from banks, government offices and corporations, for example, attend the event at no cost. Managers from those groups as well as IT vendors can choose a paid attendee package.

Held since 2002, often twice-yearly, the next Banking Vietnam will be held in late November in Ho Chi Minh City.

Write to Tram Anh Pham. ■

Aaron Jones speaks at MPA event

__Aaron Jones__, CTO & VP/Product Development at IDG Consumer & SMB, addressed a major media conference in New York on June 21, MPA Digital: Technology.

"Building a Better Digital Foundation for Your Brand," delivered to some 200 media professionals, looked at the platform transformation underway at PCWorld, Macworld and TechHive.com with a focus on responsive design. Jones' team is using HTML5 and CSS3 to improve the reader experience while enabling themselves to more efficiently post content and introduce new products and brands.

MPA DIGITAL:
Technology
Conference

OneonOne

Bob Carrigan, CEO of IDG Communications, is this week's columnist.

Reach **Bob Carrigan** at bob_carrigan@idg.com.

> "A quality mobile web experience is considered table stakes by now. Its absence can hurt your brand with existing and new customers more than not having an app ever could."

Q How is the second half of the year shaping up from a worldwide perspective?

A In a word: Challenging! The U.S., in the aggregate, is performing above plan, but it is "A Tale of Two Cities" in the U.S., with the Enterprise/B2B business wildly above plan and the Consumer & SMB side of the business well under plan. When we look outside the U.S., many of our countries are performing under plan, particularly in Europe. I always hesitate to blame macro-economic conditions, but when I see the business environment in much of Europe, it's no wonder that we are facing some headwinds. Advertising is an emotion-driven business, and the sentiment in much of Europe is quite negative due to the debt crisis, which results in lower advertising spend. Many of our biggest accounts are a bit quiet right now with their advertising spend. Consumers are also cutting back on discretionary spending, which is affecting newsstand and subscription revenues. While all of this sounds a bit dark and gloomy, we should take heart that we serve a great sector, the technology market, which is relatively strong compared to other business categories. We have seen challenging times before and our market-leading position and product diversity will get us through this. But given the current climate, we need to be ever-mindful of managing expenses and keep a focus on outperforming the market. Remember, we can't control the market, but we should strive to outperform it. That's what market-leading companies such as IDG do!

Q What is your opinion on apps vs. responsive websites? Is it an either/or for IDG businesses?

A Both app usage and mobile web usage are growing, and there are successful use cases and business models for either. Apps that allow you to download and subscribe to digital magazines, for example, show promise as drivers of additional subscription revenue. If you can think of content organization, functionality, or a business model for an app that is buildable, marketable, and (importantly) sustainable, then by all means, go do it. The market for apps will be around for a while. However, in the absence of such a unique selling position for your app, I would say focus on making sure your website is usable and can be monetized on the most common mobile devices in your market. A quality mobile web experience is considered table stakes by now. Its absence can hurt your brand with existing and new customers more than not having an app ever could.

Q In regards to apps or responsive websites, how are business units focusing their efforts?

A A big focus now is on generating mobile revenues. Most business units are working hard at making sure that mobile revenue growth is keeping pace with mobile audience growth. A less centralized approach allows our business unit managers to decide how to do that in their markets. In some cases, this translates into a lot of work on event apps or digital magazine apps. In other cases, the effort is on setting up a mobile web experience, sales process, and marketing materials that allow business units to tap into the growing mobile ad budgets. Quite often, there is a mix of both. For those of us with limited resources it is important to do our homework and then place our bets on the number of projects that the organization can realistically handle.

Q Online video seems to be all the rage these days. Are we making money via this medium and what's the best business model you've seen implemented around IDG?

A Online video at IDG needs to be a bigger priority for three reasons: 1) Users — in general — are consuming more and more of it; 2) Online video advertising is a key growth area; and 3) Mobile is becoming more pervasive and consuming video is a key activity on mobile devices. I hear from various business unit executives that we don't generate enough video views to sell enough ads. But this seems somewhat self-fulfilling because most of our sites do not promote video very aggressively (above-the-fold, tabs on websites, embedded video in stories, etc.). We have a tremendous resource in the IDG News Service, which produces lots of top-quality video and tags it specifically in the auto feeds to our sites. Still, much of this video is not picked up by our own sites. We have had at least one recent IDG News Service video that was pulled from our YouTube channel and promoted much more extensively on our competitors' sites than our own. The bright spot for video distribution and advertising at IDG is the IDG TechNetwork, which is generating roughly 150 million video streams per month through the network, generating several millions of dollars in revenue.

As the web becomes a lot more like TV with live and on-demand programming over IP, it seems

continued on page 6

IDG World Expo brings rich array of programs for retailers, attendees at E3

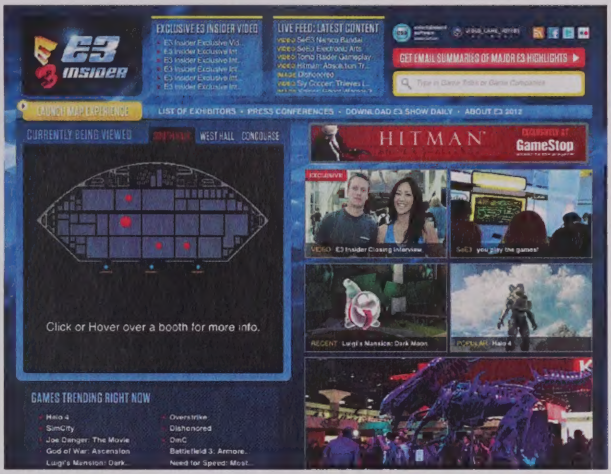
The IDG World Expo-produced Electronic Entertainment Expo (E3) continues to soar. Attendance was up from the 2011 event, with more than 45,700 video game industry professionals, hardware and software manufacturers, investors, analysts, journalists and retailers from 103 countries at this month's event.

IDG World Expo has been producing the three-day show in Los Angeles, which is closed to the general public, for the Entertainment Software Association since 2007; IDG World Expo staff has been running the show since its inception in 1995. World Expo VP/General Manager **Madeline Kruzel** said that producing the event means "managing all operations and logistics, from the build-out of the show floor to hotel management and shuttle buses, producing the Show Daily, managing each vendor, not to mention marketing, sales, registration and financial management. We run every logistical aspect of the event from top to bottom."

More than 300 buyers from retailer stores and chains worldwide participated in E3's VIP Retailer Program, an elite service that gives buyers top-level concierge, travel and hosting services. "It provides them with a one-stop resource for all their show needs and questions, making the show the most efficient and productive experience possible for them," Kruzel said. Leading U.S. retailers participating in the program this year included Best Buy, Wal-Mart, Target, Costco, GameStop and Toys R Us.

World Expo worked closely with IDG's GamePro Custom Solutions, which helps produce the Show Daily and the E3Insider site. The downloadable 64-page Show Daily provides show news, interviews with industry executives and creative artists, booth listings, floor maps and photos from the show floor. E3Insider.com is geared to consumers who don't qualify to attend E3 but want to read news from the event and follow all the aspects of the show. "This adds ROI to exhibitors and sponsors by bringing their branding and messaging to a much larger audience hungry to learn about their new products," Kruzel said.

World Expo also worked with IDC this year to produce a standing-room-only Cloud Gaming press conference, as well as with IDG Ventures on an exclusive reception for key venture capital companies, matching them with start-ups exhibiting at E3.


E3 INSIDER
EXCLUSIVE E3 INSIDER VIDEO
LIVE FEED: LATEST CONTENT
GET EMAIL SUMMARIES OF MAJOR E3 HIGHLIGHTS
CURRENTLY BEING VIEWED
WEST HALL
CONCOURSE
HITMAN
GameStop
Click or Hover over a booth for more info.
GAMES TRENDING RIGHT NOW

E3Insider.com, produced by IDG's GamePro Custom Solutions, is geared to consumers who don't qualify to attend E3 but want to read news from the event and follow all the aspects of the show.

Among the show's media sponsors were Digital Media Wire, Gamasutra, GamesIndustry International, Kidscreen and VentureBeat.com. Non-endemic partners included Ford, Target, Nos/Coca-Cola and Best Buy. In addition, many exhibitors bought customized sponsorships at the event. Kruzel said that E3 sponsors get "tremendous brand exposure to the interactive entertainment industry's most important professionals, including 4,000 members of the global media."

According to Kruzel "every major [media] outlet in the country" and many from around the globe attended E3, among them Reuters, the Associated Press, Wired, Entertainment Weekly, CNN, major U.S. television networks, the U.K.'s Financial Times and Guardian.

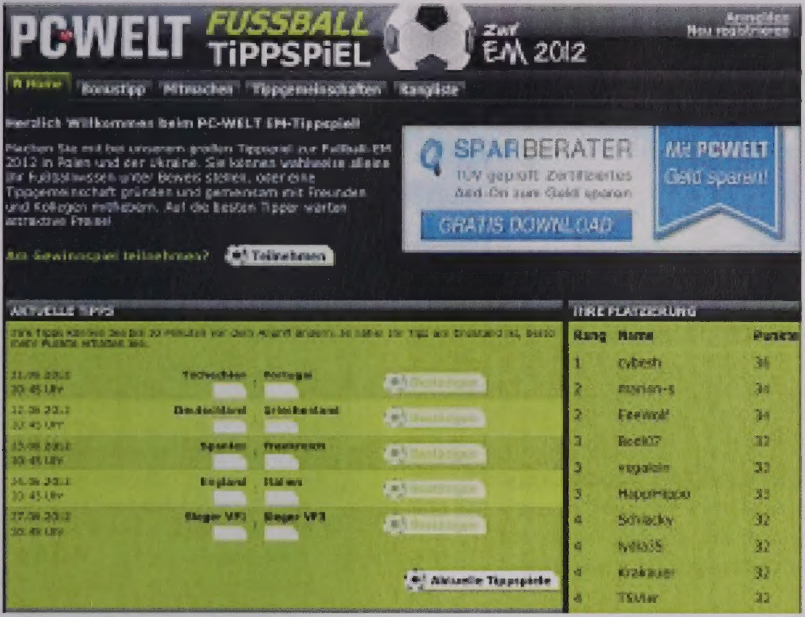
ESA will announce the dates and host city for E3 2013 in the coming weeks. For details about the event contact Madeline Kruzel. ■

E3 earns trade show award

Last week E3 was named by the Trade Show News Network to be among the Top 25 Fastest-growing Trade Shows by Net Square Footage. The events were evaluated based on average between 2009 to 2011.

The category winners,, as well as the top 50 fastest-growing trade shows in attendance, will be honored at an awards event in November.

PC WELT's soccer championship goal is to increase its social media followers



After registering on the PC WELT site, players are asked to predict the final scores of each week's games. Players can also make their predictions on PC WELT's Facebook page.

IDG Germany's PC WELT is looking to this month's European soccer championship to score with social media followers. Throughout the rounds leading up to the championship in early July PC WELT followers will find out who is the best at predicting the outcome of the games — sports experts (aka PC WELT editors), software (that of championship's governing body FIFA) or the PC WELT community.

Before the announcement of the contest, PC WELT had 11,590 Facebook followers. Deputy Editor-in-chief **Andreas Perband** said that the contest's recent registration announcement alone produced 270 new followers. "I'm guessing this contest will bring us nearly 2,000 new followers," he said in his own prediction. "We are using this Tippspiel ('Prediction Game') to increase our Facebook followers and the number of names in our lead-gen database. There is a huge interest in soccer in Germany, and we want to give our readers the opportunity to share their soccer fever with us."

PC WELT's "Tippspiel" resides on PCWelt.de where soccer fans must register to participate, supplying their name, address and e-mail address. After registering, players are asked to predict the final scores of each week's games. A PC WELT Facebook follower can enter a prediction on PC WELT's Facebook page that, for example, Germany will beat Poland 2-1, while another can predict that Poland will win 2-0. Other PC WELT Facebook followers can then click on the prediction they agree with. The prediction with the most clicks becomes the PC WELT Community Prediction for that game. (Perband said people do not have to be PC WELT Facebook followers to register for Tippspiel on the PC WELT site, "but it they want to participate in the 'swarm intelligence' they must be Facebook followers.")

Perband is the Tippspiel project manager. PC WELT Community Manager **Thamar Thomas-Issbruecker**, Editors **Michael Schmelzle** and **Thomas Rau** will act as the game's "expert" predictors. "The editors are great sports fans, so they know all of the teams and players," Perband said. "Their predictions are based on their knowledge."

Electronic Arts Sports UEFA Euro 2012 is a software expansion pack to EA's Sports FIFA 12 game with all the statistics on the players and the more than 50 teams competing in European championships. According to Perband, EA will offer daily simulations based on their data, such as players' fitness, penalties, etc. PC WELT Editor **Panagiotis Kolokythas** will track the daily simulations and present their results.

Random drawings

Tippspiel players who correctly predict the outcome of each game will be entered in a random drawing for software ("software packages vendors have sent us," Perband said) and other prizes. Players with the most correct predictions at the end of the championship will be entered in a second random drawing for prizes including Android phones, TVs, PCs and more.

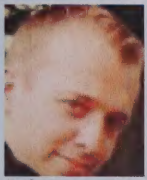
After each soccer match — there will be 32 games over four weeks — PC WELT Video Trainee **Christoph Supguth** will create a Tippspiel video incorporating a highlight reel from that game and the random prize drawing from the community pool.

For more information contact Andreas Perband. ■

PC WELT's Tippspiel home team includes (top to bottom) Deputy Editor-in-chief ***Andreas Perband****, Editor* ***Michael Schmelzle****, Editor* ***Thomas Rau****, Community Manager* ***Thamar Thomas-Issbruecker****, Editor* ***Panagiotis Kolokythas*** *and Video Trainee* ***Christoph Supguth****.*

noteworthypeople

New employees



Buist

Webwereld has hired **Henk-Jan Buist** as an editor, a title he also held at his previous job with Android magazine. He earned a B.A. in American Studies at Radboud University in Nijmegen and a B.A. in journalism from Fontys Hogeschool in Tilburg. Away from his desk he enjoys running, reading, drawing comics "and tinkering with my smartphone." hjbuist@idg.nl

New at **IDG Enterprise**'s Digital Solutions Group is Administrative Assistant **Jolene Richter**. Previously a receptionist/night auditor at The Chocksett Inn and Restaurant in Sterling, Mass., she holds a B.S. in marketing from Lake Erie College and enjoys working out, riding horses and reading. jrichter@idgenterprise.com

IDG WORLD UPDATE

Cocilova

Previously an intern with **PCWorld**, **Alex Cocilova** joins the staff full time as an assistant editor. He holds a B.A. in English and journalism from California State University/Fresno and enjoys gaming and hiking. acocilova@pcworld.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Rune Antonsen *IDG Norway*
Laurie Butson *IDG*
Bob Carrigan *IDG Communications*
Serge Leblal *IT News Info IDG Germany*
Tram Anh Pham *IDG Vietnam*
Andreas Perband *IDG Germany*
Carolyn Rauch *IDG World Expo*

Navigating corporate, career waters with IDG Compass

IDG Training and Development's latest program — IDG Compass — aims to give relatively new IDG employees better skills at navigating their way around the company.

"Once employees have been with IDG for a couple of years, they are generally very knowledgeable about their own business unit but less so about the breadth and depth of IDG in its entirety," said IDG Training and Development Director **Laurie Butson** (far left in above photo).

The inaugural one-day course, held earlier this month in Framingham, Mass., had some 50 participants. The curriculum consisted of IDG-specific sessions and others focusing on professional development skills such as networking, career growth and public speaking. Butson said she hoped that all IDG employees will go through IDG Compass "around their two-year mark with the company."

Contact Laurie Butson. ■

One on one

continued from page 3

inevitable that IDG will need to develop more and better video-based programming and marketing solutions for our customers. Leveraging the video that we have in-house and promoting it more aggressively would be a good start. And, doing deals with the IDG TechNetwork to increase distribution is a good way to generate lots of views, beyond our own sites.

Q How is the company as a whole doing in terms of collecting mobile revenue?

A We track mobile revenue very closely and periodically update our financial reporting templates to make sure that we are getting a handle on the variety of mobile revenue sources around IDG. To date, IDG's mobile revenue is relatively small compared to our overall interactive revenue, but it is growing at a rapid pace. We are launching more paid products for end users and developing new mobile ad solutions, such as the Mobile@IDG suite of advertising solutions. I am very pleased with the amount of experimentation that I am seeing, and while we are probably investing more in mobile development than we are receiving in revenue, it will pay off in the long term as more and more of our end users and advertisers demand mobile-specific solutions and products.

Q What apps can you not live without?

A I love my iPhone and certainly have a few apps that I use frequently including apps from Twitter, Flipboard, Kindle, PGA Tour, a few banking apps, Garage Band, Netflix, The Wall Street Journal, and the Sonos app (for selecting music in my home and the various rooms in which music is played). And of course, I love my IDG apps!

Still, I find myself spending more time these days on the mobile web than with apps. Mobile search and mobile sites are getting better and better, so it's often easier and quicker to surf via my iPhone browser. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Ken Hoyt *IDC*

24
Andrew Sambrook *IDG List Services*

17
Simon Jary *IDG U.K.*

16
Peter Tripodi *IDG Consumer & SMB*

14
Bob Rawson *IDG Enterprise*

13
Joanne Tilson *IDG Global Solutions EMEA*
Diana Turco *IDG Enterprise*

12
Valerie Soh *IDC Singapore*
Mark Savery *IDG*

9
Aaron Jones *IDG Consumer & SMB*

8
Donna Burch **IDC Canada**
Robert Fleming *IDC*

7
Ae-Lee Kim *IDC Korea*

5
Tomas Watz *IDG Sweden*
Donna Geary *IDG Global Solutions EMEA*
Angelique Evans *IDG Consumer & SMB*

4
Paul Calvo *IDC*

2
Kathryn Magilligan *IDC*
Amy Cheah *IDC Malaysia*
Tom Beedy *CXO Media*
Kate Davis *IDG Enterprise*
Matthew Mikaelian *IDG TechNetwork*

1
Ngoc Khoung Ha *IDC Vietnam*
Maura Kelley *IDG TechNetwork*

Send in your photos!

2013
Calendar Contest

Click this IDG Central link to learn how to enter.

CSC's Boston conference room available for use

Framingham-based IDG and IDC business units and departmental groups looking for a new location for their next off-site meeting are invited to take advantage of the conference room at IDG's Boston Corporate Support Center building.

Within walking distance of Fenway Park, Newbury Street and the Public Garden with the Boston waterfront and Faneuil Hall just a short cab ride away, the space can comfortably accommodate up to 20 people and is situated on its own floor on the top floor of the building.

The conference table comfortably seats 20 people.

The roof deck overlooks Boston's Back Bay.

Located at One Exeter Plaza, directly across from the Boston Public Library near Copley Square, the meeting facilities include a conference room, a kitchen, library area with additional seating and a roof deck.

The conference room offers a wireless Internet connection, wireless conference bridge, presentation equipment, cable TV, flipcharts, etc.

Arrangements can also be made with a variety of local vendors for catered breakfast, lunch and dinner. There is no charge for using the room.

The room is available beginning at 8:15 a.m. through early evening. Anyone with questions or who is interested in booking the room may contact IDG International Publishing Services Office Manager Debbie Waters. ■

cartoon

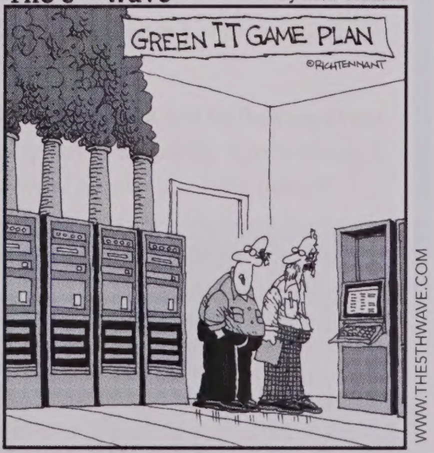
Create a caption

Need a break from the work routine? Create a brief caption for this cartoon, go to the home page of **www.idgcentral.com** and click on the cartoon link, and post the caption in the comments section by June 27.

All contributors will be entered into a random drawing to win an IDG-themed prize.

Have fun!

The 5th Wave By Rich Tennant



unsunghero

Nicole Bergmair

Assistant to the Head of Advertising Sales
IDG Tech Media

IDG Tech Media VP, Sales ***Paco Panconcelli*** *named* ***Nicole Bergmair*** *his group's Unsung Hero, saying, "She has been with IDG for more than 10 years and does a tremendous job in organizing my (and my predecessors') daily business life. On top of that she handles a lot of tools, data, forecasts that are crucial to the entire team. Her loyalty, diligence and her internal know-how cannot be stressed enough."*

Home
Munich, Germany

Tenure
I joined IDG in 2001.

Current title
Assistant to Head of Advertising Sales

Primary job responsibilities
I coordinate the internal and external appointments of the vice president and the sales team. My primary job responsibilities are the commission calculations, end-of-month accounting and forecasting of the different cost-units of IDG Tech Media Sales. Furthermore, I coordinate the special magazines of PC WELT and Macwelt.

Three things I do in a day's work
A big part of my job is to coordinate with different people as well as calculate revenues and charges. I also generate a lot of reports via VM, Analyzer, Toplist and Navision.

What I love most about my job
Coordinating and having the big overview is what I love. I also like being in contact with the different business units of IDG.

Challenge in my daily business
My daily challenge is that the financial forecast accords with the end-of-month account.

What I'm proud of
I'm proud of 10 fun years at IDG.

What I'm doing to be a better employee
I'm always receptive to the worries of my colleagues, and I try to be a positive person to be around. I also organize things very well and will work late if we are busy.

Nicole Bergmair *"coordinates the internal and external appointments of the vice president and the sales team" at IDG Tech Media in Germany. "Coordinating and having the big overview is what I love."*

Interests outside the office
In my free time I like to go to the theater, I read many books and I spend a lot of time with my two sons. I love to play with my two cats. On the weekends I often walk in the Bavarian mountains.

What others can't tell just by looking at me
I love very hot Thai cuisine. Furthermore, I want to write a book at a later date. ■

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition in our Unsung Hero feature? Send your suggestions to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 websites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorld, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

9 JUly 2012 | VOLUME 42, NUMBER 22 | WWW.IDGCENTRAL.COM

"This is a real coup for IDG Connect. It is fantastic to receive industry recognition for innovation." — *John O'Malley, CEO, page 2*

CIO, IDC New Zealand join forces for successful CIO Summit

Now in its sixth year, the CIO Summit is the largest independent gathering of its kind in the Asia-Pacific region, a conference and exhibition with some 460 IT professionals in attendance and 86 sponsors.

SEE MORE ON PAGE 3

Top News

IDG Connect wins ABA award for business innovation

IDG brands are finalists for Azbee editorial awards

IDG Enterprise, IDC team up for Cloud Forum

E3 wins three E.X.C.I.T.E. Awards

IDG Sweden employees enjoyed a casino night complete with a Vegas-style chapel and band.

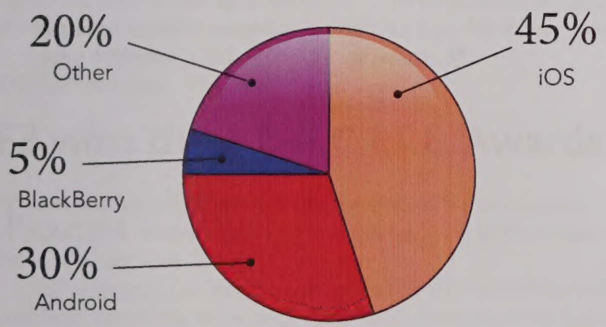
SEE MORE ON PAGE 4

*IDC's **Amie White** and **John Gantz**, pictured at last year's Pan-Mass Challenge, are both riding again this year.*

SEE MORE ON PAGE 5

Question of the week results

Which operating system does your primary mobile phone run?



Log on to www.idgcentral.com to vote on this week's question:

How often do you use your smartphone to check email during non-work hours?

CLICK HERE

Enter the 2013 Employee Photo Calendar Contest now!

The 29th annual IDG Employee Photo Calendar Contest is now under way. Don't miss your chance for worldwide fame and (a small) fortune. Prizes of $300, $200 and $150, will be awarded to the top three vote getters. You may submit up to two color or black-and-images.

2013
Calendar Contest

SEE MORE ON PAGE 5

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc.

Send the photo with a short description to idgcentral@idg.com.

IDG Connect earns ABA award for business innovation

*IDG Connect VP **Andrew Sambrook** represented the business unit at the awards ceremony in New York City.*

IDG Connect last month won a Gold Stevie at the American Business Awards in the category of Business Innovation of the Year. IDG Connect VP **Andrew Sambrook**, who accepted the award at the ceremony in New York City, said this accolade was "a reflection of 12 months' intense change for the company, which included the development of new services, spanning the full cross-section of demand generation and marketing activities."

IDG Connect's innovations have included the creation of an iPad white paper bookshelf app for both the global and Asia-Pacific markets, as well as a host of integrated research projects.

John O'Malley, CEO of IDG Connect said, "This is a real coup for IDG Connect. Two years ago we were an IT lead generation business. Now we are releasing new research, creating infographic videos, custom websites, building apps and offering demand generation services across the board. It is fantastic to receive industry recognition for innovation and shows true collaboration across the entire team."

The American Business Awards' Stevie Awards were created in 2002 to honor the achievements and positive contributions of businesses worldwide.

Write to Andrew Sambrook or click here for the complete list of awards. ■

E3 wins three E.X.C.I.T.E. Awards

Three products IDG World Expo developed for E3 received E.X.C.I.T.E. Awards from Expo Magazine at an event in Baltimore, Md., on June 20.

E3Insider.com, which brought news and information to those unable to attend the show, won First Place, Best Use of An Event Technology.

The E3 Event Marketing Website won Second Place, Best Website/Microsite.

The Static Cling Mirror Program, a promotion in which sponsors and exhibitors could display signage in hotel rooms and conference facilities in and around the Los Angeles Convention Center, won Second Place, Best Innovative Sponsorship Idea. ■

Five IDG brands named finalists for Azbee editorial and design awards

IDG Enterprise's Computerworld and CIO were the among the publications and websites with the most finalist nominations in the 2012 American Society of Business Publications Editors' Digital and Print Azbee Awards. Now in its 27th year, the awards recognize achievement in editorial design in the business, trade and specialty press.

Last month CIO was named a finalist in a list-leading 12 categories, and Computerworld logged 11 finalist nominations, including B2B Website of the Year. IDGE's Network World was named in four finalist categories, and CFOworld is a finalist in one. IDG Consumer & SMB's Macworld garnered four nominations.

Print & Digital AZBEES
American Society of Business Publication Editors

"IDG Enterprise is committed to providing unbiased, targeted content for IT and security professionals who are changing the way their companies do business, making them more agile and successful," said **John Gallant**, chief content officer and SVP editorial, IDG Enterprise. "These Azbee nominations confirm that our investments in top journalists and designers are paying off for readers and the industry. We're thrilled to be honored."

The Society's contest is one of the largest U.S. business publication competitions. ASBPE received 1,500 entries for this competitive recognition. All entries are judged based on editorial and design on the web and in print. In most categories, a gold, silver, and bronze award is given. The level of the awards will not be announced until the public awards ceremonies in July and August.

Details about IDG's awards are on IDG Central. Click here for a PDF of all Azbee finalists. ■

IDG Enterprise, IDC team up for Cloud Leadership Forum

*IDGE SVP and Chief Content Officer **John Gallant**, who co-hosted the forum with IDC SVP & Chief Analyst **Frank Gens**, holds a fireside chat with Manjula Talreja with Cisco Systems VP/Global Cloud Business Development.*

The second Cloud Leadership Forum, held June 12-14 in Santa Clara, Calif., drew more than 400 director-level IT decision makers and above from enterprise-sized organizations. Co-produced by IDC and IDG Enterprise, it included a new element that quickly sold out: a half-day workshop led by IDC analysts on how to quantify the cost of cloud initiatives. See the article on IDG Central for more details. ■

Collaboration between CIO and IDC New Zealand spells success for CIO Summit

IDC New Zealand and CIO Magazine, published by IDG licensee Fairfax Business Group, along with one of the country's largest event companies, Conferenz, organized the CIO Summit on June 25-26 in Auckland, New Zealand. Now in its sixth year, the CIO Summit is the largest independent gathering of its kind in the Asia-Pacific region, a conference and exhibition with some 460 IT professionals in attendance and 86 sponsors.

IDC New Zealand Country Manager **Ullrich Loeffler** said Summit organizers founded their partnership four years ago; previously IDC and Conferenz ran the Summit for two years and Fairfax had its own CIO event.

"We wanted to collaborate and create an event for the ICT industry that has the scale to bring relevance and world-class content despite the small size of the New Zealand market," he said. While each of the partners contributes its core competencies, each party gets involved in functions such as event management, logistics and sales.

IDC Chief Analyst **Frank Gens** delivered a keynote speech along with Facebook CIO Tim Campos, FX Alliance CIO Steve Rubinow, VMware CTO Paul Strong and Denise McDonagh, director of the G-Cloud initiative at the U.K. Home Office. "The speaker lineup was the best we have had so far," Loeffler said. "This was complemented by strong local case studies and executive presentations from CIOs, CEOs and executive boards."

The involvement of the CIO community both before the event — a CIO Advisory Board contributed ideas on content and format — and during it — CIOs served as emcees — created a very strong buy-in and identification with the Summit, Loeffler added. "In many conversations, CIOs referred to the Summit as 'their event,' which brought a very special dynamic and atmosphere to the proceedings."

*CIO Magazine Editor **Divina Paredes** and VMware Enterprise Account Manager **Terry Love**.*

*IDC New Zealand Country Manager **Ullrich Loeffler**, VMware Australia VP/ Managing Director Duncan Bennet and IDC Chief Analyst **Frank Gens**. VMware was a Diamond Sponsor for the event.*

In his keynote, Gens emphasized that to ensure the survival of their businesses, CIOs and vendors need to embrace the emerging "third platform," i.e, the combination of cloud, mobile, Big Data and social business. He said vendors will increasingly create cloud and mobile services with an eye toward emerging markets such as China, India and Latin America. New Zealand, like those markets, has a relatively large number of small- to medium-size businesses, so local technology executives should benefit greatly from this move.

> "The speaker lineup was the best we have had so far."
>
> *Ullrich Loeffler, country manager, IDC New Zealand*

Campos said the opportunity to share insights with a range of CIOs from other companies in another part of the world was one of the reasons he decided to speak at the conference. "I am really interested in how New Zealand approaches collaboration," he said.

Early indicators show that the event is on track to have a 16% increase in profit over last year's record-breaking CIO Summit.

The conference also includes the CIO Awards for three categories, CIO of the Year, Executive Team of the Year and Emerging ICT Leader of the Year. More than 700 people attended a gala dinner recognizing the honorees. Click here for more on the winners

Write to IDC Events Manager Yvonne Gill. ■

noteworthypeople

New employees

IDG WORLD UPDATE

Garcia

New at **Network World** is Account Coordinator **Rebecca Garcia**. Previously a database coordinator at the commercial real estate company Grubb & Ellis, she holds a B.A. in communications from Saint Mary's College in Moraga, Calif. Away from the office she enjoys cooking, reading food blogs and shopping — "my weakness is clothes." rgarcia@nww.com

Levine

Hayley Levine joins **ITWorld** as an account coordinator, coming from MathWorks where she was a customer relations and support representative. A graduate of Indiana University/Bloomington, she holds a B.A. in marketing and advertising with a minor in Spanish. Hayley enjoys dancing, sporting events, running and wine tasting. hayley_levine@itworld.com

IDG Strategic Marketing Services' San Francisco office has hired **Ryan Lincoln** as VP, Business Development. Previously executive director, marketing services and client strategy with Geeknet, Inc., he holds a B.S. in recreation administration from California Polytechnic State University in San Luis Obispo and enjoys cooking, hiking, surfing and time spent with his family. ryan_lincoln@idg.com

Previously a contractor with IDG World Expo's marketing department, **Lana Petros** joins **IDG Connect** as an account services specialist. She holds a degree in business marketing from Ryerson University in Toronto, Ontario. lana_petros@idgconnect.com

New at **Computerworld** is Account Coordinator **Yasmin Ahmed-Bashir Bilimoria**; she previously worked at Destination Wedding Travel, Inc. as a social media coordinator. She holds a B.S. in business administration with a concentration in marketing and a minor in Spanish from Framingham (Mass.) State University and enjoys travel, concerts and social media. yasmin_bilimoria@computerworld.com

Hoffman

IDC Framingham has hired **Ben Hoffman** as a research analyst, Enterprise & SMB Mobility. He was previously a senior account manager for MoFuse, a mobile content management and website design firm. He has a B.A. in economics from Goucher College in Towson, Md. Ben enjoys indoor rock climbing, kayaking, trail biking and "dabbling in digital audio production." bhoffman@idc.com

Returning employees

Williams

Previously Tokyo bureau chief for the **IDG News Service**, **Martyn Williams** is now senior correspondent based in the News Service's San Francisco office. He spent the last year at Stanford University on a John S. Knight Journalism Fellowship. The program focuses on journalistic innovation, entrepreneurship and leadership. martyn_williams@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Deb Begreen *IDG Enterprise*
Kathryn Cave *IDG Connect*
Martin Faltström *IDG Sweden*
Yvonne Gill *IDC New Zealand*
Ullrich Loeffler *IDC New Zealand*
Ruth Sager *IDC*
Amie White *IDC*

Card-carrying Swedes

Before employees began to disperse for their summer holidays, IDG Sweden held a Casino Night last month. Gamblers could play blackjack, poker and roulette with "IDG Currency" while enjoying cocktails, a summer buffet, a Vegas-style wedding chapel and a band. CFO World Editor-in-chief ***Dennis Lodin*** *(right) and the appropriately attired Computer Sweden Sales Representative* ***Stefan Storm*** *joined their colleagues at a reception in the office courtyard to start the evening. To see more event photos, go here.*

Building Great Teams webcast recently added to Training & Development offerings

IDG Training & Development continually adds to its collection of podcasts, webcasts and other resources, which are available for employees worldwide.

The newest webcast is Building Great Teams by **Alana Dros** of the IDG Training & Development staff. The 33-minute video provides an overview of the stages of team development, research on what makes teams successful, ideas for team building opportunities for your team and more.

The other topics available as webcasts or podcasts are:

- Business Networking
- Conquering Challenging Conversations
- Getting and Staying Motivated
- Foursquare: How Gelocation Changes the International Marketing Landscape
- Manager's Magic Potion
- Innovation and Creativity
- Business Writing
- Developing Your Career
- Effective Presentations

Click here to go to the Training Resources page on IDG Central.

Got an idea?

Tell the IDG world what's going on at your business unit. Any employee may submit a suggestion for a news story, an item for the Noteworthy page, a profile of a colleague with an interesting hobby or volunteer experience, an image for IDG Central's Photo of the Day, etc. Write to the editors.

The IDG Photo Calendar Contest has begun

Keep those cameras handy, think creatively and you'll be ready for IDG's 29th Annual Employee Photo Calendar Contest.

2013
Calendar Contest

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what you need to do:

- You may submit up to two color or black-and-white digital images on any subject. Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone, fax number and email address in the body of the email. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 14, 2012.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 24 and Oct. 1.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Questions? Write to the World Update editors.

IDC's White readies for sixth Pan-Mass Challenge

Annual 200-mile bike-a-thon raises money to fight cancer

IDC VP Business Development **Amie White** has been battling ovarian cancer for six-and-a-half years. For five of those years, she has taken her battle to the streets – the 200 miles of streets and highways stretching from Sturbridge to Provincetown that comprise the route of the Pan-Mass Challenge. This past winter, a life-threatening complication unrelated to her cancer, prompted White's doctor to suggest she consider volunteering instead of cycling during this year's two-day fund-raising ride.

"It was just the kick in the butt I needed," said White, who hadn't been on her bicycle since September 2011. The next day, she called her good friend and physical therapist to set up an appointment. Several days later, she got back on her bike. "I am finding that being back in the saddle again is the best therapy," she said. "I haven't gone too far or too fast, but I am happy, and this year, I will sit for my sixth 'Living Proof' photo with the other cancer survivors at the PMC."

White and her husband, Greg, have been joined by a group of family and friends that ride together as Team Peddle 2 the Mettle, including IDC Senior Vice President **John Gantz**, who is riding in his fourth PMC. Over the course of the past five years, the group, which this year has 13 members, has raised more than $200,000 for life-saving research and treatment at the Dana Farber Cancer Institute in Boston. This year's ride will take place Aug. 4 and 5 and the team has set itself a goal of $80,000.

P2M
Pedal 2 the Mettle

*IDC's **Amie White** and **John Gantz**, pictured at last year's Pan-Mass Challenge, are both riding again this year.*

If you would like to read more about White's reasons for participating in the PMC or would like to contribute to her fund-raising effort, you can do so at her PMC page. If you prefer to mail a donation, please make your check payable to the Pan-Mass Challenge, and mail it to White at 137 Bradford Street, Needham, MA 02492. ■

For more information, contact Amie White or visit www.pmc.org.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza | 15th floor, Boston, MA 02116 | U.S.A.
tel.: 617-423-9030 | fax: 617-423-0712 | world_update@idg.com

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorl, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information is available at http://www.idg.com.

» DON'T DELAY! ENTER THE 2013 EMPLOYEE PHOTO CALENDAR CONTEST TODAY!

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IGS's third annual mobile study points to mobile-first world

Last month, IGS hosted an invitation-only breakfast briefing in London to share key findings from the survey with a select group of 47 client and media agency marketing directors.

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More inside...

IDG Czech Republic publishes Top 100 in IT issue
IGS, SMS honor top achievers at offsite meeting
One on One: Karsten Linde, IDG Business Media
IDC hosts first event in Azerbaijan
Unsung Hero: IDG U.K.'s Marie Brewis

Who's the chef behind this red-white-and-blue gastronomical delight? Hint: not from the U.S. of A!

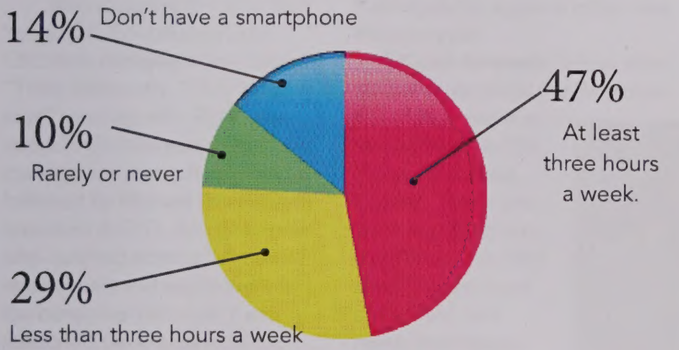
SEE PAGE 6

Humming "Walk This Way" by Aerosmith gets these folks in the groove for a new wellness program.

SEE PAGE 7

Question of the week results

How often do you use your smartphone to check and respond to email during non-work hours?



Log on to www.idgcentral.com to vote on this week's question:

How often do you make payments for online purchases via mobile devices?

CLICK HERE

Mobile payments on the rise in the U.S.

More than a third of U.S. consumers are making payments via mobile devices — twice the percentage from last year, according to a new survey by IDC Financial Insights. PayPal Mobile is the most common method.

SEE MORE ON IDG CENTRAL

Enter the 2013 Employee Photo Calendar Contest now!

2013
Calendar Contest

The 29th annual IDG Employee Photo Calendar Contest is now under way. Don't miss your chance for worldwide fame and (a small) fortune. Prizes of $300, $200 and $150, will be awarded to the top three vote getters. You may submit up to two color or black-and-images.

SEE MORE ON IDG CENTRAL

IDG Czech Republic's Top 100 in IT issue incorporates IDC expertise

IDG Czech Republic's annual Top 100 special issue is a reliable moneymaker for the company that this year had a stronger partnership with IDC Central Europe, Middle East and Africa (CEMA).

The 48-page publication ranks and profiles the country's biggest IT companies and provides analyses of the local IT market and interviews with IT leaders. CIO Business World Editor **Cestmír Žák** is project manager of the team that included CIO Business World Editor-in-chief **Lukáš Erben**, Editorial Secretary **Režena Holíková**, Advertising Manager **Helena Hajsterová** and Senior Advertising Manager **Jitka Vyhlídková**.

Žák said as part of an effort to collaborate on more projects with IDC CEMA, this year's Top100 included more content from their Prague colleagues. In addition to an IDC report on the Czech and Slovak IT markets, there were articles on business intelligence (Research Director/Software **Thomas Vavra**), cloud services (Senior Research Analyst/IT Services **Lukáš Križ**), document-intensive business processes (Research Manager/Imaging, Hardcopy Devices and Document Solutions **Tobias Klue**) and security (Vavra). Interviews with several IT leaders and market analyses from other companies round out the editorial.

The Top 100 includes the companies' number of employees, assets, equity, profits, products, chief customers and hardware, software and services used. IDG collects data from the companies via an online form on the CIO Business World site. "Companies want to appear as a matter of prestige, so it has not been hard to collect the data," Žák said.

In addition to regular ads, the Top 100 also offers a section where vendors can pay to have an easily detachable business card included.

The special issue gains visibility through a media partnership with an influential agency that selects and presents awards to the 100 largest companies among all industries in the Czech Republic. The agency includes IDG's Top100 logo on its site in exchange for a page of advertising. Copies of the issue were also distributed at a gala event the agency hosted in June to recognize its own honorees.

This year's Top 100 looks to reprise last year's revenue of nearly US$60,000 and a 65% profit margin.

The Top 100 has a print run of 9,000. It is sent to subscribers of CIO Business World and also used for marketing purposes. It is available as a free PDF file on the CIO Business World website three months after the print version's release.

Write to Cestmír Žák. ■

IDG Global Solutions, SMS honor top achievers at annual offsite meeting

Close to 40 IDG Strategic Marketing Services (SMS) and IDG Global Solutions (IGS) colleagues attended a three-day offsite meeting last month in Miami. The two groups met for the first time since **Matthew Yorke** became president of IGS last year, adding to his existing SMS responsibilities. IGS and SMS combined are one of the largest revenue-generating groups in IDG.

After opening remarks from Yorke, IDG Communications CEO **Bob Carrigan** kicked off the "Think Differently: Think Success" meeting with 10 insights about IDG's business, customers, marketplace and culture. He was followed by **Michael Friedenberg**, president & CEO, IDG Enterprise, who outlined accomplishments in recent years and explained how the consumerization of IT and media will be a focus in 2013. IDG Consumer & SMB President and CEO **Mike Kisseberth** talked about the upcoming transformation of PCWorld.com, Macworld.com and Techhive.com and **John O'Malley**, CEO, IDG Connect/IDG List Services/IDG Direct, described his businesses built around the use of research and intelligent data. **Janet King**, general manager of IDG Research, updated attendees on her group's products and services portfolio.

SMS and IGS met separately during part of the meeting to discuss programs, issues and trends of interest to each group. At the closing dinner, SMS and IGS reconvened to recognize three individuals for superior effort over the past year.

Karen Arnowski, senior sales associate, received the Employee of the Year award as selected by her IGS colleagues; **Anna Randag**, senior program manager, was selected by her SMS peers as Employee of the Year; and, **Jason Tenenbown**, SMS program developer, was given the President's Award by Yorke in recognition of his outstanding performance and achievement. ■

***Karen Arnowski**, flanked by **Michael Mullaney**, IGS VP, US & APAC (l) and **Matthew Yorke**, receives her IGS Employee of the Year Award.*

***Jason Tenenbown** accepts the President's Award from IGS President **Matthew Yorke**.*

***Anna Randag** receives the SMS Employee of the Year Award from IGS President **Matthew Yorke**.*

PHOTOS BY MATTHEW MIKAELIAN

OneonOne

Karsten Linde
IDG Business Media

Karsten Linde
The director of mobile business at IDG Business Media in Munich can be reached at *klinde@idgbusiness.de.*

"I think the biggest challenge is how to define the digital magazine of the future."

Learn what other IDG business units are doing with mobile and ask questions of like-minded peers via IDG Central's Mobile Hub. This community group is open to all employees. Just click Join Group in the top right corner to browse through the resources and past comment threads. Once in the group, you'll be notified about upcoming conference calls.

Q Can you summarize the array of mobile products IDG Germany has today?

A When it comes to the IDG brands' small-screen channels, we have provided mobile websites and applications for Android and iOS since late 2010 and Blackberry apps for CIO and CFOworld since mid 2011.

For tablets, IDG's business brands provide newsstand apps with PDF replicas as well as Adobe DPS (Digital Publishing Suite)-produced custom publishing apps like CIO PLUS and SAP Agenda. CIO PLUS is focused on editorial specials and contains custom publishing issues as well. SAP Agenda is a corporate magazine completely produced by IDG and published under the SAP brand.

But instead of referring to these as "mobile products," I would rather call what we produce "mobile experiences." For example, we see pretty good results in print-to-mobile engagement with the integration of image recognition services (such as kooaba's Shortcut) in our print magazines. [Shortcut is an app that enables users to use their smartphone to take a picture of a page from a newspaper or magazine, and Shortcut will find the digital version of that content.] Is it a mobile product? No — it's an additional benefit for the readers and advertisers who can sponsor that innovative experience.

Q Digital magazine publishing can take many forms. Where are IDG Germany's efforts most focused today?

A It is still the early stage to decide on the "right" digital magazine publishing solution. I see three tablet publishing approaches:

1) PDF-based publishing. Surely the first step for a magazine to be present on tablets, this approach is inexpensive, has small file sizes and offers the chance to enhance the PDF with multimedia elements. But at the same time it's lacking smartness: up-selling ads here in addition to print ads might be challenging, because a "print-on-tablet" media solution isn't attractive for digital media buyers unless your reach is strong enough. We use this technology as a basic first step until we find an adequate alternative for publishing our regular editorial issues.

2) Image-based publishing (DPS, Mag+, etc). Depending on your editorial strategy and budget you need to decide whether to go with a fully interactive tablet stand-alone magazine on the iPad or just adapt the print layout for different device form factors with few multimedia elements. The technology like Adobe DPS is getting more and more robust but is still facing challenges with big file sizes and individual layout adaption efforts. Workflow is key here. If I were an IDG employee involved in layout I would definitely deal with several InDesign extensions like DPS.

3) Web-based publishing. This might be the most interesting option in the future but until now all I have heard from our web development team is that it isn't ready yet. Without being a technician, I think the biggest challenge is how to define the digital magazine of the future. If HTML5 improvements adapt IDG's websites for the tablet, and digital magazines are more and more web-based, will both converge? Who will pay for a digital magazine that is completely web-based just as a regular website that is freely available? It's time to think about the future of digital magazines, their benefits and their unique selling proposition.

Q What are you doing in the area of mobile apps for events?

A Today more and more event visitors expect to use an app for the event they are visiting. They want the schedule, information about the location, speakers and exhibitors right in their pocket. All event apps I've seen so far try to provide a great experience, but I see still a lot room for improvements. My favorite one is from the recent SXSW event in Austin, Texas, which is a huge one-week event about discovering the latest in music, film and interactive. The app keeps the promise of discovering by allowing you to build your own schedule, see a map of what's happening and navigate the tradeshow. And its social integration is quite perfect.

We are in close contact with our events team to prepare a setup for making mobile a part of our events policy. A mobile event strategy will help us to decide whether to start with mobile websites of our event landing pages or develop apps for single events. Time-to-market and budget definitely are the key factors here. Maybe the development of an IDG-wide event template could be another option.

Q How is IDG Germany dealing with the issue of apps vs. responsive design?

continued on page 5

IDG Global Solutions' third mobile survey finds "aggressive" use of handheld devices

With more than 21,000 worldwide respondents, the third annual IDG Global Solutions Mobile Survey painted a clear picture of the trends dominating this booming market. Whether for work or leisure, respondents are adopting mobile devices for an ever-increasing range of activities and the momentum shows no signs of slowing. Last month, IGS hosted an invitation-only breakfast briefing in London to share key findings from the survey with a select group of 47 client and media agency marketing directors.

*IDG Global Solutions President **Matthew Yorke**, who was introduced by IGS director of mobile strategy **Christina Carstensen**, shared top-level findings from the IGS mobile survey with an invitation-only group of close to 50 client and media agency directors.*

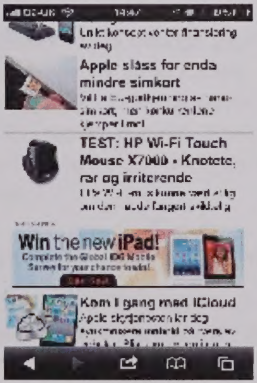
Among the findings:

- More than 75% of respondents said they use a smartphone.
- 35% said they use an iPhone.
- Following close behind are Android users at 33%.
- Half the respondents said they own or use a tablet.
- Over 60% of respondents said they view video on their smartphones, with technology products reviews leading the content pack at 56%, followed by movies at 44% and promotional videos, 42%.
- 41% use QR code scanning.
- 42% access tech content during business hours.
- 57% access tech content outside business hours.
- 48% access tech content on the weekend.

"This is a wake-up call for our sector, which is rapidly evolving into a mobile-first world. It shows just how aggressive our users are when it comes to the consumption of technology content on their handheld and tablet devices," said **Kumaran Ramanathan**, managing director, IGS worldwide.

The online survey, which consisted of 38 questions, was conducted during the months of March, April and May. Respondents represented 25 countries in Western Europe, Eastern Europe, North America, Latin America and Asia Pacific. Numerous IDG offices and publishing partners hosted ads for the survey on their websites, which was critical in driving participation, noted **Joe Altria**, IGS marketing communications specialist. "We had fantastic support from a number of IDG subsidiaries and licensees. I cannot stress enough that without their help, the survey would not have been possible."

Originally launched in 2010 by **Christina Carstensen**, director of mobile strategy, IGS, as a way to get a read on the mobile phone market, the survey has grown "dramatically" over the past two years, Altria said, expanding to cover the rapidly escalating tablet market as well as new applications such as video, device convergence, and the latest emerging technologies [GPS navigation and instant messaging].



Apple slåss for enda mindre simkort

TEST: HP Wi-Fi Touch Mouse X7000 • Knotete, rar og irriterende

Win the new iPad!

Kom i gang med iCloud

Twenty-five IDG subsidiaries and licensees, including IDG Norway, hosted ads for the survey on their desktop and mobile sites.

> "This is a wake-up call for our sector, which is rapidly evolving into a mobile-first world."
>
> *Kumaran Ramanathan*

"The IGS Mobile Survey has become an important tool for IDG," noted IGS President **Matthew Yorke**. "It not only demonstrates our leadership in the market and opens lots of client doors, but we can also analyze the data for our own mobile strategies throughout the company."

IGS plans to share the survey data both internally and externally via a white paper that is currently in production and should be available next month. Click here for a video teaser for the breakfast briefing.

For more information or access to the full presentation, contact Joe Altria. ■

(From left): **Eugenia Kostrikova**, conference assistant, IDC Kazakhstan; **Andrew Beklemishev**, regional manager, Central Asia; **Steven Frantzen**, SVP, IDC EMEA and managing director, IDC CEMA; **Zulfiya Getmanchuk**, conference manager, IDC Kazakhstan; **Regina Sartbayeva**, conference assistant, IDC Kazakhstan.

IDC plants events flag in Azerbaijan

IDC's office in Central Asia held the first IDC event in Azerbaijan, the IDC IT Security and Datacenters Transformation Roadshow, on June 14 for close to 150 attendees. The Ministry of IT and Communications of Azerbaijan signed on as strategic partner for the profitable event in the capital, Baku, joined by sponsors EMC, Vision Solutions, HP, Symantec, APC and Kingston Technology.

According to **Andrew Beklemishev**, IDC's Kazakhstan-based regional manager for Central Asia, the time was right for the inaugural conference as the government plans to step up its investment in ICT over the next five years.

IDC plans to hold an even larger event in Baku in 2013. Write to Andrew Beklemishev. ■

One on one

continued from page 3

A Platform news apps have become commodities, and you need to have them in place in order to expand your brand into the app store. And they are easier to monetize. Useful native functions like a QR code reader or push notifications can create a positive user experience. But with an optimized news site you bypass app store approval, distribute content cross platform, and you can organize content through your web CMS. For smartphones we are using jQuery, a framework that provides a device-centric adaption of content. For tablets our web development team prepares iPad-optimized websites for upcoming relaunches.

Q Are you leaning one way or another?

A There is no either/or; I guess you need to be present on both channels with appropriate solutions. The challenge is to use synergies in the technology in order to focus on user experience and information requirements.

Q What are you doing to persuade clients that mobile advertising/sponsorship is a worthwhile investment?

A Seeing is believing — that's why we always try to convince clients or agencies directly by showing them our mobile cases face-to-face. I see three main reasons for mobile advertising as a valuable investment:

1) Better click-rates than regular online banner ads (we usually have 0.5% to 1% CTRs for mobile).

2) Mobile advertisers are perceived as innovators, especially when it comes to innovative rich-media advertising.

3) A lot of IT decision makers travel during their daily business, so it's an ideal opportunity to reach them in the train, the taxi or at events by including mobile in multi-channel campaigns.

Q Do you have code or other mobile-related components you could share with other IDG business units?

A We usually live the 'I scratch your back, you scratch mine' mentality with other IDG countries. The IDG Mobile Hub on IDG Central is a perfect platform to discuss any initiatives. Additionally, the mobile market is full of open source possibilities. For example, to get a QR code reader in your app, 'ZBar' might be an opportunity. Or have a look at 'Photoswipe,' which provides great swipe functions for picture galleries. Here I totally trust our mobile team to come up with great ideas and new solutions to save time and money.

Q Launching mobile products can be hit-or-miss. What is an example of a lesson learned?

A One big miss was that we promised a launch partner to sponsor both iPhone and Android app, and we had to delay the Android development. In the end, all went fine and the sponsor was happy. But we learned to allow extra time during the development process. ■

noteworthypeople

Promotions

Santos

IDC U.K. has promoted **Susana Santos** from associate analyst to junior analyst; she covers the European mobile phone market. Before joining IDC U.K. in 2010 she was an associate analyst with IDC Brazil's Latin America mobile devices team. She has also worked as a commercial assistant for the Portuguese commercial bank BPI and as an analyst for Deloitte in Luanda, Angola. She holds a B.A. in economics from Portugal's Coimbra University and enjoys meeting people ("I've had the opportunity to work in four countries — Portugal, Angola, Brazil and England"), travel and jogging. susantos@idc.com

New employees

IDG Interactive in Japan has hired **Yoshihiro Harada** as sales director. He was previously senior account manager with Ovum and holds a B.A. in economics from Tokyo International University. yharada@idg.co.jp

Koscielny

Previously a training coordinator with Advocates, Inc., **William Koscielny** joins the **CIO Executive Council** as Pathways program manager for leadership development. He holds a B.S. in psychology from Boston's Northeastern University and enjoys autocross and candlepin bowling. Later this month he will volunteering as a captain for a Spectator Marshal team — "basically making sure people don't jump into the road" — for the New England Forest Rally. wkoscielny@cio.com

Ea-Somboon

IDC Thailand has hired **Chutima Ea-Somboon** as an administrative manager; before joining IDC she was a liaison officer with Moana (Asia) Ltd. A graduate of Bangkok's Suan Sunandha Rajabhat University, she holds a B.S. in faculty science and technologies and an M.S. in computer education. In her free time she enjoys badminton, bowling and reading. ceasomboon@idc.com

Also new at **IDC Thailand** is Senior Sales Manager **Phawadee Pongsupan**. She was most recently with the research and consulting firm Thai Industries and has 12 years' experience in telecommunications. She earned a B.A. in marketing from Bangkok's Dhurakij Pundit University and an MBA from Bangkok's Mahidol University. Away from the office she enjoys travel, TV and yoga. ppongsupan@idc.com

Wang

New at **IDC China** is Research Manager, Enterprise Computing and Software **Andy Wang**. He has 10 years of IT vendor experience in the areas of project management, consulting and marketing and six years working on enterprise mobile application projects. He holds a bachelor's degrees in engineering and computer science from the Beijing Institute of Technology. awang@idc.com

Yan

Also new at **IDC China**'s Beijing office is Senior Market Analyst **James Yan**. He has more than seven years of experience in market research with mobile communications and Internet firms. A graduate of the Beijing University of Chemical Technology, he is also a Bureau of Statistics-certified senior research analyst. Away from the office he enjoys playing football. jyan@idc.com

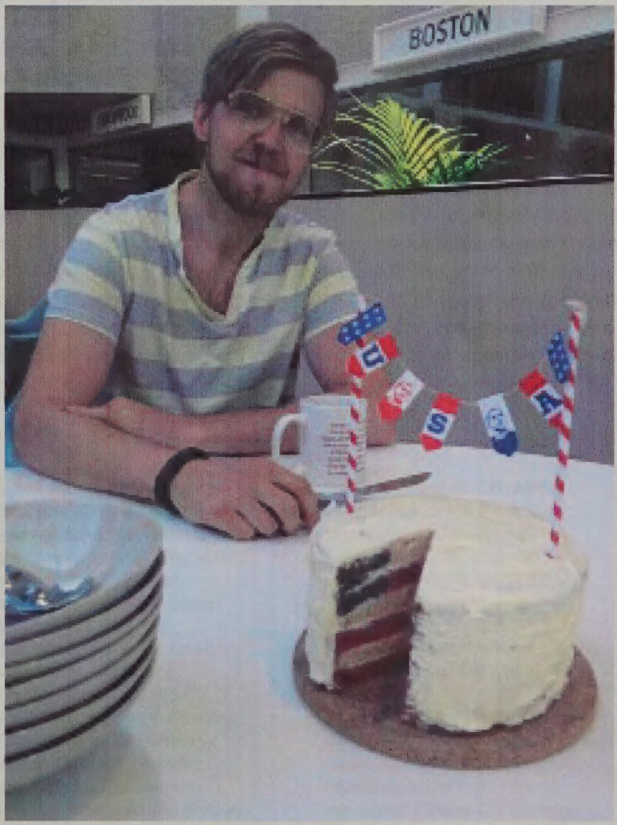
Azlee Jamil joins **IDC Singapore** as an account executive focusing on the software and services sector. He was previously in research and then sales with Euromonitor. A graduate of the National University of Singapore, he holds a degree in marketing and market research. A professional scuba instructor, he also enjoys cycling, hiking and movies. ajamil@idc.com

Also new at **IDC Singapore** is Account Executive **Imran Asif**. He was previously manager, Corporate Partnerships with Global Strategic Events and has also worked for Terrapinn Singapore and Alphabet Media. He earned an MBA from Australia's Central Queensland University and enjoys playing and watching cricket, reading and music. iasif@idc.com

Elfiarini

Meriska Elfiarini joins **IDC Indonesia**'s Jakarta office as a senior market analyst, Telecommunications. She was previously a product management specialist with PT Smartfren Telecom and has also worked for PT Telekomunikasi Selular, a subsidiary of Telekom Indonesia. She earned a B.A. in economic accounting from Atma Jaya Catholic University in Jakarta and an M.A. in marketing management and communication from the University of Indonesia. In her free time she enjoys traveling with her family, swimming and cooking. melfiarini@idc.com

Cake Boss!



In addition to serving as managing editor of IDG Sweden's M3, ***Andreas Ivarsson*** *is an avid baker. He recently created this masterpiece — including the homemade banner — in honor of the U.S. Fourth of July holiday. Check out his blog for more photos.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Susan Searle *IDG Australia*

27
Keith Arnot *IDG International Controller's Office*

26
Karin Quack *IDG Germany*

25
Kimberly Schuberthan *IDC*

24
Caroline Craig *InfoWorld*

23
Jan-Bernd Meyer *IDG Germany*
Jans Simon *IDG Germany*

22
Scott McLarnon *IDC*
Julio Vial *IDC U.K.*

20
Randy Perry *IDC*
Bill Laberis *IDG Enterprise*
Debra Becker *IDG Enterprise*

18
Loren Loverde *IDC*
Thomas Winter *IDG U.K.*

17
Joan Young *IDC*
Cheryl Giangregorio *IDG Strategic Marketing Services*
Paul Overhiser *IDG Corporate Services Group*

16
William Ganci *IDC*
Wolfgang Herrmann *IDG Germany*
Hans Ludwig *IDG Germany*

15
Verena Schieder *IDG Germany*

14
Courtney Munroe *IDC*
Phil Odgers *IDC U.K.*

13
Ted Samson *InfoWorld*
Sandra Machnik *IDG Germany*

12
Yi Feng *IDC*
Dorothy Merullo *IDC*
Mary Ann Daneke *IDC*
Marion Prokop *Computerworld*
Pawel Dudzinski *IDG Poland*
Jacob Hoffmann-Petersen *IDG Denmark*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Katharina Friedmann *IDG Germany*
Isa Stamp *IDG Germany*

11
Meghan Baker *IDC*
Ann Harris *Computerworld*
Patricia Gill *IDG Corporate Services Group*
Manfred Bremmer *IDG Germany*
Rolf Roewekamp *IDG Germany*
Pia Kuesters *IDG Germany*

10
Bob Bragdon *CXO Media*
Amy Greenleaf *IDG Enterprise*
Aico Turba *IDG Netherlands*
Burt Sluyter *IDG Netherlands*
Andre Horn *IDG Germany*

9
Hal Mentlik *Computerworld*
Bob Melk *IDG Enterprise*
Moises Fuentes *IDC Mexico*
Akemi Kimura *IDC Mexico*
Ole Evers *IDG Germany*

8
Sandra Tubbs *IDC*
Scott Tiazkun *IDC*
Erika Cox *IDC*
Ramon Llamas *IDC*
Ute Kruse *IDG Germany*

7
Lam Nguyen *IDG Asia*
Thu Huong Duong *IDG Ventures Vietnam*
Eiji Sasahara *IDC Japan*
Yasuhiro Suzuki *IDC Japan*

6
Karen Capland *IDG Enterprise*
Julieta Rodriguez *IDC Mexico*
Christine Nestler *IDG Germany*
Regina Bernhard *IDG Germany*
Wiltrud Eickhoff *IDG Germany*

5
Simon Ellis *IDC*
Vanessa Boris *IDG Enterprise*
Akiko Takei *IDC Japan*

4
Matthew Iaricci *IDC*
Sean Buckley *IDG Tech Network*
Teresa DeLuca *IDG Corporate Services Group*
Damian Madden *CIO U.K.*
Anna Koczorek *IDG Poland*
Andre Reichenbach *IDG Switzerland*
Mark Schroeder *IDG Switzerland*
David Ayvar *IDC Peru*
Patrick Hagn *IDG Germany*
Nicola Strobel *IDG Germany*

3
Helen Hall *IDG Australia*
Sam Jaffe *IDC*
Maciej Rogacki *IDG Poland*
Tomoaki Nakamura *IDC Japan*
Jürgen Bossmann *IDG Germany*

2
Christine Liebert IDC
Charles Sacco IDC
Arancha Ramachandra *IDC*
Gregory Girard *IDC*
Juan Ortiz *CXO Media*
Lynn Van *IDG Enterprise*
Michael Kan *IDG News Service*
Joshua van Meer *IDG Netherlands*
Teun Beemsterboer *IDG Netherlands*
Jakub Kuchnio *IDG Poland*
Susann Klossek *IDG Switzerland*
Matias Fuentes *IDC Chile*
Ximena de las Heras *IDC Mexico*
Claudia Lopez *IDC Mexico*
Luis Rodriguez *IDC Mexico*
Irman Gundelfinger *IDG Germany*
Ralf Sattelberger *IDG Germany*
Sebastian Stulz *IDG Germany*
Fabian Polkehn *IDG Germany*
Karl-Heinz Piotrowski *IDG Germany*
Matthew Mikaelian *IDG Global Solutions*

1
Andrew Munton *IDC*
Bee Yang *IDC*
Margery Queenan *CXO Media*
Scott Boutwell *IDG Enterprise*
Nicole Day *IDG Enterprise*
Emily Harris *IDG Enterprise*
Lauren McDonald *IDG Strategic Marketing Services*
Bobby Cheung *IDG U.K.*
Jean-Christopher Hermier *IDG U.K.*
Christian Drake *IDG Global Solutions U.K.*
Shan Veerakutty *IT World Canada*
Ellen Horsselenberg *IDG Netherlands*
Jakub Zaskurski *IDG Poland*
Michal Jaszewski *IDG Poland*
Asma-Bari Ahmad *IDG Germany*
Thomas von Richthofen *IDG Germany*
Christoph Supguth *IDG Germany*
Julian Sternberg *IDG Germany*
Alexandra Moisescu *IDG Germany*
Ingo Kruck *IDG Germany*

Hundreds of IDG, IDC employees step up to summertime walking challenge

A group of employees at IDG's San Francisco office demonstrate their enthusiasm for the 10,000 Steps a Day program that began last week.

With "wellness" all the talk these days in employee health and benefits circles, IDG's U.S. Benefits Group has been evaluating a number of programs designed to help employees get physically active. Last week, hundreds — 405 to be exact, approximately one-third of the U.S. work force — clipped on pedometers and joined the 10,000 Steps a Day program.

10,000 STEPS-A-DAY
JULY 11 - SEPT 4

The program runs eight weeks and participants are committed to working toward the goal of walking 10,000 steps — roughly five miles— a day by Sept. 4. To boost the fun and add a bit of competition to the program, employees have been randomly assigned to one of 25 cross-company virtual teams, whose collective results will be tallied and shared among the group.

"We are very pleased with the level of interest in the program — enrollment was much higher than we anticipated," said **Cheryl Talamini**, director of benefits. "We thought this particular program was a nice fit for IDG," Talamini said. "Not only does it raise awareness and get people thinking and moving, we hope the team aspect also provides an opportunity to get our employees interacting in a way that their normal day-to-day responsibilities might not." ■

unsunghero

Marie Brewis

Managing Editor
PC Advisor

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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Kumaran Ramanathan *IDG Global Solutions*
Matthew Yorke *IDG Global Solutions*
Cestmir Žák *IDG Czech Republic*

PC Advisor Editor ***Matt Egan*** *nominated Managing Editor* ***Marie Brewis*** *as his group's Unsung Hero. "Marie is the sort of person without whom PC Advisor simply couldn't exist but who never seeks praise or recognition, just gets on with the job at hand. She is a very talented writer and reviewer whose copy makes a huge contribution to our website. Marie also unflappably manages the production flows for both digital and print magazines and our Facebook community. Her commitment, efficiency and talent mean that the rest of us have sufficient time to do... whatever it is we do all day!"*

Home

Hertfordshire, England

Career path

I started at PC Advisor as sub-editor and worked as both senior sub-editor and production editor before becoming managing editor.

Primary job responsibilities

A major part of my job involves managing the print side of PC Advisor, whether that's writing up deadlines, harrassing colleagues for their copy, laying out and editing pages, signing them off with the printers or chasing clients for ad copy. I'm also often found on Facebook, keeping our fans up to date with the latest tech news, writing reviews, tips and tricks for online or getting involved in digital projects.

Three things I do in a day's work

- I liase with clients, editorial and sales colleagues to set, and ensure they're able to meet, copy deadlines.
- I lay out and sub-edit content for the magazine, manage the proofing process and eventually sign off individual pages with the printers.
- I shout out to the world about what PCA is up to on Facebook.

A hot-button issue I'm dealing with on the job

At university I was taught to lay out pages using a type scale, and the online module was optional. When I started at PCA, we had a magazine and a comparatively small website that was dominated by our forum members; today we have the U.K.'s No. 1 technology magazine website, the magazine and somewhere in between we have all manner of mobile apps, digital editions and bookazines, social networking fan pages and now video channels, too. The job is continuously changing, as are the skills we need to master, which is probably what keeps things so interesting.

DOMINIK TOMASZEWSKI

Marie Brewis *joined PC Advisor in September 2005.*

What I'm doing to be a better employee

I try to set a good example, working and behaving the way I'd expect my colleagues to. You can't tell off people for not meeting their deadlines if you can't meet your own.

Interests outside the office

I'm at my happiest chilling out on a beach or by the pool. I don't live by the sea, of course, so the local pub makes a great alternative. I love visiting my gorgeous niece and nephews, spending time with my boyfriend, reading, swimming, playing rubbish computer games and I'm a mean shot with an airgun.

What others can't tell just by looking at me

That I'm a twin. And, no, we don't look the same. My brother lives in Vancouver where he works as a marine biologist. ■

A longer version of this profile appears in IDG World Update on IDG Central.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

23 JULY 2012 | VOLUME 42, NUMBER 27 | WWW.IDGCENTRAL.COM

"Sheryl [Hodge] is an indispensable and crucial element to CIO.com's publishing process." — *Brian Carlson, editor-in-chief* - *page 6*

IDG Netherlands launches CIO of the Future program

Designed to raise profile of CIO.nl, this new five-part program includes a television show, events and a print component. Launched July 15, the 50-minute television show featured interviews with four CIOs.

SEE MORE ON PAGE 2

Top News

CIO East Africa relaunches mobile-ready site

IDGers go the distance in fight against MS

Unsung hero: CIO.com's Sheryl Hodge

cancer fonden

IDG Denmark Managing Director ***Soren Queitsch*** *cycled from Denmark to Paris to raise money for the Danish Children's Cancer Foundation.*

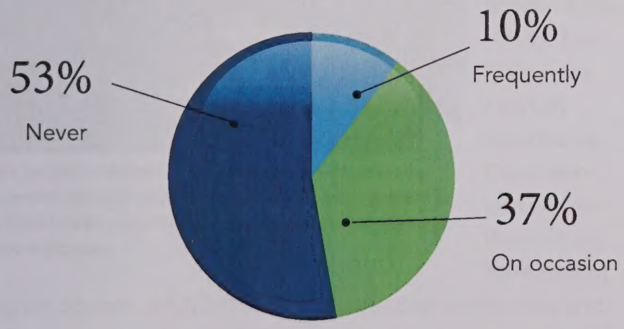
SEE MORE ON PAGE 4

IDG's ***Leslie Baldi*** *and CW's* ***Ken Gagne*** *are gearing up for the MS Challenge Walk.*

SEE MORE ON PAGE 5

Question of the week results

How how often do you use your mobile device to make purchases?



Log on to www.idgcentral.com to vote on this week's question:

Will Marissa Mayer, Yahoo's fifth CEO in five years, succeed where her predecessors did not?

CLICK HERE

Enter the 2013 Employee Photo Calendar Contest

2013
Calendar Contest

The 29th annual IDG Employee Photo Calendar Contest is now under way. Don't miss your chance for worldwide fame and (a small) fortune. Prizes of $300, $200 and $150, will be awarded to the top three vote getters. You may submit up to two color or black-and-images. The deadline is Sept. 14. Online voting will begin on Sept. 24.

SEE MORE ON IDG CENTRAL

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Send photos to idgcentral@idg.com.

IDG Netherlands launches CIO of the Future program

*Much of the filming for the TV show took place poolside. Ralf Knegtmans, managing partner at De Vroedt & Thierry and a professional host (seated alone) and **Volkert Deen**, chief editor, CIO.nl (center, with back to camera), prepare to interview the four CIOs while crew from television production company Jimmp Media record the conversation.*

Against a shrinking market for display advertising, CIO.nl needed to create a new source of revenue. At the same time, it wanted to strengthen its brand in the local market and make it clear that CIO.nl is a place where CIOs and IT are taken seriously. One of the solutions is the recently launched CIO of the Future, "a 360-degree program" for CIOs that aims to enhance both their personal value as IT leaders and the strategic value of IT for the organization as a whole, according to **Volkert Deen**, chief editor, IDG.nl.

The program consists of five elements: a one-episode television show produced by Jimmp Media, a dedicated website that will host all the program content, a CIO of the Future master class, a CIO of the Future yearbook print publication and a CIO of the Future roundtable.

*IDG.nl Chief Editor **Volkert Deen** (center) chats with Jeannine Peek, general manager of Dell Netherlands, and Jean-Jacques Vossen, CEO of Mavim, two of the three current sponsors for the CIO of the Future program.*

"Our main competitor is the Netherlands is ICTMedia, which produces very successful networking events," Deen says. "They throw great parties, but are lacking good, high quality content. We aim to prove to our audience that with IDG, content is not a sideshow. CIO.nl is first and foremost about delivering quality, to-the-point, no-nonsense content and we intend to deliver that content as a high-quality content experience."

The first component of that experience, a 50-minute television show broadcast on national TV, aired on July 15. The show — "Business-channel" — was filmed over three days at a villa in Malaga, Spain, and features discussions with four CIOs representing four different industries: Vodafone (telecom), Enexis (energy), Sanoma (media) and Deen Supermarkets (retail). The CIOs were carefully selected by Deen who interviewed them about their current roles in their companies and their views on the future of IT.

"Initially it took some convincing to get them to embark with us on this journey on such short notice," Deen said. "But, they were all impressed with the level of the discussions we held and very pleased to meet with like-minded colleagues from completely different backgrounds. In the end, each of them thanked us for exceeding their expectations and assured us that they would be more than willing to support the rest of our program."

The CIO of the Future program is being primarily funded via sponsors, which currently include Microsoft, Dell and Mavim. "And we expect several more to sign on in the coming weeks," said **Gabriella Meijnckens**, marketing and event manager at IDG Netherlands.

Still to come

The master class is a one-day course that will take place on Nov. 5. Two professors from the Nyenrode Business University will teach the class, which is open to any interested CIO, and will be held at a castle owned by Nyenrode in the Dutch town of Breukelen. Attendees will pay approximately 349 euros ($428) to attend.

The CIO of the Future yearbook will contain interviews, blog posts, opinion article written by leading analysts and a number of CIOs, a recap of the entire program and a preview of the CIO Summit 2013 (planned for February). The yearbook will be edited by staff at IDG Netherlands and published in December. It will be free of charge for a selected group of CIOs and senior IT managers (in return for their business card data).

The CIO of the Future roundtable will take place toward the end of the year and is being sponsored by Microsoft.

"Overall, our CIO of the Future program aims to arm CIOs and ambitious IT managers with the resources and tools that will help them become CIOs who will claim their place in the boardroom and who will shape IT into a strategic department with a key role within the organization," Meijnckens noted.

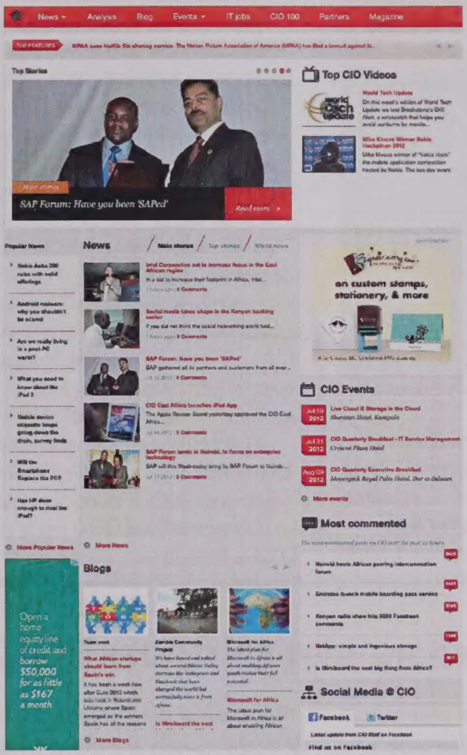
For more information, contact Gabriella Meijnckens or Volkert Deen. ■

CIO East Africa relaunches mobile-ready site

Spanish developer's cost-effective solution includes powerful CMS

The staff of CIO East Africa recently relaunched its two-year-old web site to make it mobile-ready, introduced an iPad app last week and is in the midst of testing ads delivered through the app for both online and offline content. All of these initiatives are the result of a partnership with a reasonably priced third-party company whose digital publishing package could be an ideal solution for other IDG business units, said CIO East Africa Editorial Director **Harry Hare**.

CIO East Africa is produced by Kommunication Ultimate Ltd., an IDG licensee in Nairobi, Kenya. Hare and his team worked with Audience Media (AM), a company based in Spain with development staff in Vietnam. AM can design and deliver for each customer's brands, depending on their needs, a new HTML5 website, native tablet application, native mobile application and a newsletter system, all of which are fully integrated and managed through AM's central content management system (CMS). AM works with iOS, Android and Windows devices.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Analysis
Blog
Events
IT jobs
CIO 100
Partners
Magazine
Top Stories
Top CIO Videos
SAP Forum: Have you been 'SAPed'
Read more
News
CIO Events
Most commented
Blogs
Social Media @ CIO
on custom stamps, stationery, & more
Open a home equity line of credit and borrow $50,000 for as little as $167 a month

CIO East Africa's new HTML5-based website has seen a 20% increase in traffic since its relaunch.

The package includes 24-hour local language support, hosting and data storage, and continuous free upgrades and fixes. The cost for the full package is a one-time fee of $3,500 per brand and an ongoing monthly cost of $1,500.

Hare's team chose AM after evaluating the package for flexibility, usability and "robustness. The ability to manage content for all three channels — print, web/mobile and tablet — from one platform was the biggest seller for us," Hare said. "I think it's every publisher's nightmare trying to manage content for different delivery channels. And the pricing model was just right for us. We had prices from other companies of between $50,000 and $100,000 just to do the development, which was a fraction of the work we've done with AM."

The design and layout of the site took about four weeks, and the production took another eight weeks, "which was a very aggressive schedule given that we were developing everything from scratch," he said.

Previously, CIO East Africa was a simple site built using Joomla. "One of our pain points was managing images in Joomla, and the AM CMS comes with a fully featured digital asset management system that enables us to handle all digital assets — images, videos, presentations, etc. — in one place," Hare said. "Another useful feature of the CMS is editorial collaboration. An editor is notified through the system that a new item has been added into the CMS, and the editor can either approve or reject it, give recommendations for a revision, and all activity is logged into the CMS."

CIO East Africa now has an average of about 45,000 page views and 17,000 unique visitors a month, an increase of about 20% since the relaunch. In the span of a few weeks the site moved up from No. 260 to No. 180 on the Alexa ranking of the top sites in Kenya.

All types of mobile operating systems access the site, with iOS and Android devices accounting for almost 70% of mobile traffic. Samsung Galaxy II and Huawei Ideos make up most of the Android traffic.

Hare said his staff is still implementing various features of the site including a built-in newsletter management system and an event management system, and they are revamping the existing subscrip-

Continued on Page 4

> The ability to manage content for all three channels — print, web/mobile and tablet — from one platform was the biggest seller for us. And the pricing model was just right.
>
> *Harry Hare, editorial director, CIO East Africa*

noteworthypeople

New employees

IDG WORLD UPDATE

Fiorentino

Macworld's new designer is **Liz Fiorentino**, a title she held at her previous position at PlayStation magazine. She earned a B.A. in fine art and art history from the University of California/Berkeley and enjoys painting, tennis, hiking and her "three hilarious daughters." lfiorentino@macworld.com

Vicente

IDC Philippines has hired **Royd Vicente** as a production coordinator. He holds a B.A. in journalism from the Philippines' University of Santo Tomas where he was a member of the school's Journalism Society. rvicente@idc.com

Lee

IDC Malaysia in Kuala Lumpur has hired **Natalie Lee** as an associate market analyst, Client Devices. She was previously an analyst with Alliance Bank Malaysia, providing MIS and business analytics. She earned a B.B. in econometrics and economics from Australia's Monash University and enjoys rock climbing and baking. nlee@idc.com

Melet

New at **IDC MEA** Energy Insight's Dubai office is **Arthur Melet**, senior research analyst, Oil & Gas Vertical Markets. He was previously an economic attaché for oil and gas with the Embassy of France in Saudi Arabia and hold a B.A in business administration from Sciences Politiques Rennes and an M.A. in management of innovation from Ecole Centrale Paris. Away from the office he enjoys rugby and French gastronomy. amelet@idc.com

IDG Denmark's Soren Queitsch pedals to Paris for a good cause

cancer fonden

IDG Denmark Managing Director ***Soren Queitsch*** *at the start of his 818-mile ride to Paris.*

IDG Denmark Managing Director **Soren Queitsch** spent last week cycling from Denmark to Paris in the 10th annual Team Rynkeby charity ride. Queitsch, an avid cyclist, is participating in the seven-day, approximately 1,320-kilometer (818 miles) fund raising event for the first time. Launched in 2002 by employees of Rynkeby Foods, the first ride had 11 cyclists. This year, 790 riders, divided into 13 Danish teams and four Swedish teams, raised money for the Danish Children's Cancer Foundation and the Swedish Child Cancer Foundation, respectively.

The high-profile ride received daily coverage on Danish national television. Teams comprised a mix of celebrities, politicians and business people. Queitsch said his team included Denmark's former treasury minister, the CEO of Oracle Denmark and the CEO of HP Denmark, among other notables.

Last year the ride raised US$1.5 million; this year it is on target to exceed $2 million.

"Besides the good cause and the fun, this has also been a great way to network and meet new people," Queitsch said. ■

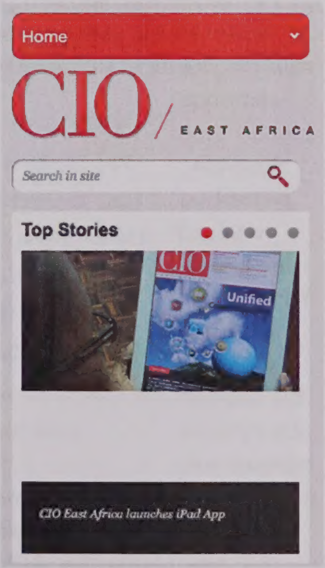
Continued from Page 3

CIO East Africa relaunches mobile-ready site

tion management system. AM developers are also integrating DoubleClick into the system so ad placement can be done from the platform. Now that the CIO East Africa iPad app is finished, an Android app will be next.

Hare said he wouldn't hesitate to recommend AM to other business units that are considering revamping their digital products. "They've been a great company; very supportive and responsive, and they have gone out of their way to make sure we are comfortable with the system and understand how it works. Since the CMS is software as a service, AM takes care of the management of the platform so that we don't have to worry about servers and storage. We are left to do what we do best: write and publish good stories."

Write to Harry Hare. ■



The CIO East Africa site is now optimized for viewing on mobile devices as well. Editors can now manage content for print, web/mobile and tablets from one platform.

Print edition circulates in four countries

Launched as a print edition in 2007, when it was produced by a previous licensee, CIO East Africa has been under the management of Kommunication Ultimate Limited since 2009. The monthly has a circulation of 8,000 with readers in Kenya, Uganda, Tanzania and Rwanda.

IDGers go the distance in fight against MS

Two Framingham, Mass.-based IDG employees are walking the walk — literally. Computerworld Senior Associate Online Editor **Ken Gagne** and IDG Corporate Services Group Senior Accountant **Leslie Baldi** have raised money for and walked the annual Massachusetts Multiple Sclerosis Challenge Walk a collective 18 times.

IDG Corporate Services Group Senior Accountant ***Leslie Baldi*** *and Computerworld Senior Associate Online Editor* ***Ken Gagne*** *at the 2011 MS Challenge Walk.*

Baldi's husband Tom was diagnosed with MS in August 2003, just days before his 40th birthday. "I felt so powerless to help my husband until I learned about the MS Challenge Walk," Baldi said. "I have always been a fast walker so I finally felt like there was something I could do to help." She has participated in the three-day, 50-mile Walk on Cape Cod every year since — on Team Baldi's MS Busters, which is largely made up of siblings and friends of the Baldis — raising more than $125,000. "I personally feel like I am walking for the people who can no longer walk and to help raise awareness about the disease," Baldi said. "The walk is a very emotional event for us, but it renews our spirits each year and gives us so much hope that there will be a cure someday. We feel like the people involved in the MS Challenge Walk are our extended family."

Since 2003 the Baldis have participated in or volunteered at numerous events for the National MS Society. Baldi has provided bike support at the MS Journey Walk for a number of years, and she and her husband volunteer at other one-day walk or bike events. She also completed the 150-mile Cape Cod Getaway bike event in 2007 and 2008 for the MS Society. "We have to thank so many of our friends and co-workers at IDG who have been supporting us for the past six years," she added."

Gagne said that at a job prior to coming to Computerworld a co-worker asked him to donate to her MS walk. "I wrote a check and didn't think about it again until a month later, when it hit me, 'Wait a minute — *my* mom has MS. Why aren't I the one walking?'" With less than two months to train and fundraise, he joined his co-worker's team. Since that first walk in 2005 he has raised more than $30,000.

After participating in three Walks, Gagne switched to the bicycle support team, riding alongside the 600 walkers and providing them with food, drink, basic first aid and encouragement. "I usually ride near the back of the pack, since those are the walkers who often need the most support, emotional or otherwise," he said. "It's good for morale to let them know they're not alone, and as bike support I get to see everyone and participate in the entire community."

Gagne has been on the Walk's steering committee since 2008 and also manages the Walk's Facebook page and curates a Walk blog and podcast of Walk stories and advice. "I enjoy knowing that I can contribute my skills to an organization that may not otherwise have the time or resources to investigate such opportunities," he said. "Although podcasting has been around since 2004, it's not a medium any of the National MS Society's 60-plus chapters were currently employing, which is one reason I pursued it: I knew we would be unique."

> "The walk is a very emotional event for us, but it renews our spirits each year and gives us so much hope that there will be a cure someday."
>
> *Leslie Baldi, senior accountant, IDG Corporate Services Group*

This year's Walk will be held Sept. 7-9; more information is available here. To support Team Baldi click here; to support Gagne click here. ■

unsunghero

Sheryl Hodge

Associate Online Editor
CIO.com

CIO.com Editor-in-chief ***Brian Carlson*** *said his group's Unsung Hero is Associate Online Editor* ***Sheryl Hodge****. "Sheryl is an indispensable and crucial element to CIO.com's high-throughput publishing process. Our site simply could not run without her support and efforts. She is an editor, an online producer and a burgeoning digital artist as well. Sheryl does all the content repurposing for our site, edits and posts articles, writes headlines, helps create and manage our slideshows and creates digital art for our homepage and slideshows."*

Home

Gardner, MA

Tenure

I joined IDG in 1998.

Current title

Associate Online Editor, CIO.com

Primary job responsibilities

I edit and post a variety of content for CIO.com. I produce original and repurposed articles, blogs and slideshows. I also help create art for our homepage as well as individual stories and slideshows and act as community manager of our blog section.

What I love most about my job

I enjoy the variety of tasks and opportunities to continually be learning new things to keep up with the dynamic nature of online. I feel extremely fortunate to be part of a great team that fosters the true meaning of teamwork; they are a group of highly talented professionals who are also just awesome people and make coming to work every day a pleasure.

Latest accomplishment

Continuing to improve my skills to create and build a cache of images to enhance and highlight better the quality content on CIO.com.

Career highlight

I think of success in what I do in terms of day-to-day efforts to be consistent and productive and helpful. Winning an IDG Summit Award was a highlight for me. It represented to me that my efforts day-to-day matter, that somehow I'm making a positive difference. I'm one part of a great team, being called out like that is humbling and it's icing on the cake when you already enjoy what you do — it inspires me to continually strive to be better, to live up to that kind of recognition.

According to CIO.com Editor-in-chief ***Brian Carlson****, the site "simply could not run without [****Sheryl Hodge's****] support and efforts."*

Interests outside the office

I enjoy working out; weights, martial arts, running, yoga, etc. I love my pets (all animals, in fact) and enjoy being around them as often as I can. Though I don't own a horse I enjoy riding whenever I can. I like to spend time with human types now and again, too. And, when not doing any of that, I've usually got my nose in a book, the old-fashioned paper kind.

What others can't tell just by looking at me

I can't say I really know what people *can* tell, but I sometimes enjoy re-imagining and re-creating things. Armed with a crowbar, a screwdriver and a pair of pliers I recently deconstructed a large couch – I then used the materials/pieces to design/re-create two smaller pieces, an ottoman (currently complete), and a chair (currently in progress).

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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» DON'T DELAY! ENTER THE 2013 EMPLOYEE PHOTO CALENDAR CONTEST PAGE 2

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG World Expo stages hugely popular Anime Expo in Los Angeles

More than 130,000 fans crowded the Los Angeles Convention Center during the Anime Expo June 29-July 2.

IDG World Expo closed out a very successful Anime Expo 2012 last month at the Los Angeles Convention Center, exceeding exhibit sales goals, both in revenue and square footage.

More than 130,000 fans of anime, manga and Japanese pop culture visited the booths of 241 exhibitors, of which 76 were new and 24 were sponsors, a significant increase over last year's numbers. There were 60 programming sessions and more than 90 special guests, and activities included concerts, karaoke, costume play, panel discussions and interactive events.

This was the third year IDG World Expo has managed Anime Expo, providing booth and sponsorship sales, attendee and exhibitor marketing, operational support and housing management and registration.

For more information contact Nina Carrara, VP, events, IDG World Expo or visit the Anime Expo website. ■

Top News

- Tech Network staff featured in various industry forums
- CIO boosts attendees via association partnerships
- One on One: IDG Czech Republic's Jana Pelikanova
- IDG Corporate Services Group honors two staffers

IDGE's Kevin Eberman volunteers with Free Geek in Providence, R.I.

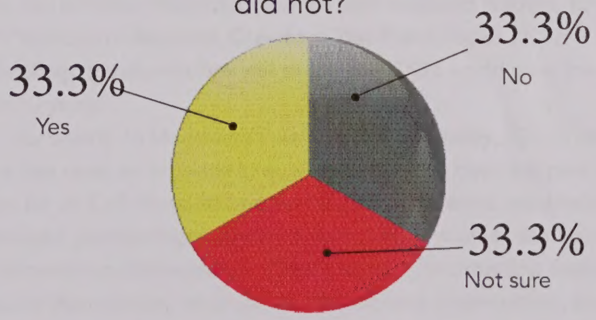
SEE MORE ON PAGE 5

Unsung hero: Macworld U.K. Art Director Mandie Johnson

SEE MORE ON PAGE 8

Question of the week results

Will Marissa Mayer, Yahoo's fifth CEO in as many years, succeed where her predecessors did not?



Log on to www.idgcentral.com to vote on this week's question:

What's your favorite Summer Olympic sport?

CLICK HERE

TechNetwork staff featured in various media outlets

Longo

Staff at IDG TechNetwork garnered industry visibility this month in several high-profile forums. CEO **Pete Longo** was interviewed by AdExchanger about TechNetwork's new data management platform, which allows the company to segment its user data by category (cloud buyers or smartphone users, for example) and sell those discreet audiences to advertisers. The interview, "IDG TechNetwork Unveils New DMP; 'Content Is King — But Not Needed as a Proxy Anymore,' is available here.

Chareonlarp

Meanwhile, **Ekapat Chareonlarp**, vice president, Tech Media Lab at IDG TechNetwork, was one of four display advertising experts featured in an interview appearing in OMMA, the magazine of online media, marketing and advertising. Along with Neal Mohan, VP, display advertising, Google; Dean Harris, managing partner, Silvermine Marketing; and Corey Gottlieb, manager partner, Targeted Social, Chareonlarp discussed the future of online display advertising and its ability to resonate with customers. Read the full interview here.

Gleason

Finally, **Brian Gleason**, chief revenue office at IDG TechNetwork, participated in a panel discussion at OMMA RTB, a one-day conference in Los Angeles focused on the real-time bidding market. The panel, "A Rigged Auction? Dynamic Price Floors and Fairness in Real-Time Bidding," looked at the ways in which bidding and pricing occur in ad exchanges and the impact of these practices on buyers.

Contact Daniella Krieger, director of marketing, IDG TechNetwork. ■

2013 Photo Calendar Contest now open

The 29th annual IDG Employee Photo Calendar Contest is now under way. Don't miss your chance for worldwide fame and (a small) fortune. Prizes of $300, $200 and $150, will be awarded to the top three vote getters. You may submit up to two color or black-and-images. The deadline is Sept. 14. Online voting will begin on Sept. 24.

2013
Calendar Contest

SEE MORE ON IDG CENTRAL

CIO Perspectives gains qualified attendees via industry associations

SARAH REAGAN

Editor-in-chief, CIO magazine and Events ***Maryfran Johnson*** *(right) moderated one of the panel discussions with local executives (from left) Ken Grady, CIO, New England Biolabs; Eric Lindgren, CIO, Perkin Elmer; David Patrick, CEO, Apperian; and Ken Piddington, CIO, Global Partners LP.*

IDG Enterprise's CIO Perspectives series stopped in Boston last week as part of a 10-city U.S. tour. Some 214 participants — half of whom were qualified attendees, which was 44% above the qualified goal — gathered for a day of peer-to-peer networking alongside in-depth presentations, workshops and discussion panels that touched on regional issues as well as national trends affecting IT in the enterprise.

Produced by CIO magazine and the CIO Executive Council, its global peer advisory professional association, each invitation-only, one-day event for senior IT leaders has a unique agenda created by an advisory board of local CIOs, many of who are also members of the CIO Executive Council.

Editor-in-chief, CIO magazine and Events **Maryfran Johnson** moderated the program, which included two other IDG participants. **Carrie Mathews**, manager of CIO Programs for the CIO Executive Council, moderated a panel on how senior IT executives can enhance their relationships with business leaders. IDC EVP/Worldwide Research **Crawford Del Prete** spoke on how technology transformation will shape the CIO's world over the next 10 years.

According to Marketing Director **Lori Spendley**, IDG Enterprise has seen an increase in qualified attendee over the past two years for all CIO Perspectives events nationally since establishing successful partnerships with local associations such as the Society for Information Management (SIM) chapters, Information Systems Security Association, which is an international organization, and the Information Systems Audit and Control Association. For CIO Boston, the local SIM chapter contributed 25 qualified registrations, resulting in 16 attendees.

Twenty-one sponsors and partners, including IDC, supported the Boston event, led by Underwriters Avaya, CA and GreenPages Technology Solutions.

Write to Lori Spendley. ■

OneonOne

Jana Pelikanova
IDG Czech Republic

Jana Pelikanova
The managing director of IDG Czech Republic in Prague can be reached at jana_pelikanova@idg.cz.

IDG Czech Republic at-a-glance

Number of employees 23

Brands/print Computerworld (bi-weekly), CIO (monthly), ChannelWorld (4 times per year), CFOworld (1 times per year).

Brands/online computerworld.cz, cio.cz, pcworld.cz, channelworld.cz, cfoworld.cz, scienceworld.cz, hdworld.cz, studentworld.cz, smartworld.cz.

Latest accomplishments TOP 100 ICT Companies special supplement, a new special supplement on Big Data and the IT Products of the Year contest, a three-round program for which the staff test some 80 products – companies pay a registration fee for each product – and winners are announced in October.

Q What is the climate like in the IT media market in the Czech Republic, and how does IDG fit in?

A Although overshadowed by automotive, IT is one of the leading industries in the Czech economy. A little known fact: the Czech Republic is the largest PC and accessory producer/assembler in Europe. Unfortunately, this also means that changes in the economic climate throughout Europe are projecting into our IT sector, together with other issues such as a social and moral deficit crisis, higher levels of corruption and the total incompetence of our government and institutions to face these issues and form legislation and create a climate that would encourage real long-term business growth, rather than phony investments inflated with EU subsidies. Results such as a decrease in VAT revenue despite draconian VAT rate increases and a related drop in GDP are good examples the problems the country faces.

However, these hardships have some positive aspects, too. The harsh economic reality of recent years reduced number of IT publications and publishers. This means we have no true direct competitors in the IT B2B segment at the moment, and there are only two other publishers aimed at specific minor B2B niches. In B2B, two main IT publishers were acquired through international M&A; for example Burda purchased the publisher of CHIP magazine. This means IDG is currently No. 1 in the local IT B2B publishing market.

Q What are your main challenges?

A Online and mobile. With B2B media in a small market, developing online into a profitable business is a real challenge. We have the advantage of being ahead of our competitors in areas such as online channel media, and we are trying to make good use of it and staying in that position. However, competing with large portals that have much broader target audience and appeal is really difficult. Print still remains the dominant revenue stream in B2B IT media (at least in our market), and new trends like mobile websites (which we have launched and been among first both locally and globally within IDG) are actually serious online display revenue killers.

We want to build a strong and self-sufficient online business that will be one of the three key pillars (along with print and events), and this is not a simple task in a relatively small country.

Q How much of your audience is in Slovakia? Do you have to adjust your content or services to serve that audience?

A Traditionally, about one third of our readers are from Slovakia. While this number oscillates and may be lower for some of our publications, we still distribute and address the market both in online, print and to some extent even in events. We have not purposely adjusted our content (about 95% is Czech) as Slovak readers are used to consuming Czech content. However, we have recently focused on the Slovak market with Channelworld, where the number of readers, clients and revenue coming from Slovakia has been growing recently.

Q What kinds of events do you organize? How do you distinguish yourself in the market?

A We have restructured and repositioned our events in the past year. We have strictly focused on vertical and topical events on one side and dropped generic ones on the other. Our most successful events at the moment are StorageWorld, IT for Schools, IT in Healthcare, Telco in Czech Republic and GIS (geographical information systems). We have introduced a print publication, CongressWorld, that accompanies each event to promote it, provide a printed guide and coverage for event sponsors or partners. This is distributed during the event itself and is also sent to the CIO or Computerworld subscribers, thus increasing the value of the event sponsoring or partnership.

We have also started organizing CIO roundtables, which are micro events with smaller budgets and revenue that are not as complicated as to organize. The competition is very strong in the events arena. Nevertheless having our brand and publications backing our events is a big plus, with better opportunity to effectively and efficiently promote and offer other services.

Q What are you doing in the mobile arena? Are companies ready to start experimenting with mobile advertising and sponsorship?

A We completely redesigned our mobile websites to improve the user experience and to increase brand perception and credibility. We also introduced new mobile ad sizes to better monetize our mobile sites. Last but not least, our Android apps are gaining popularity among our

continued on page 7

IDG Germany partners with management school for Leadership Excellence Program

IDG Germany recently announced a partnership with WHU – Otto Beisheim School of Management in Vallendar, Germany, for a non-IT management program for CIOs that will begin this October.

"Times and companies are changing," said **Michael Beilfuss**, IDG Germany managing publisher. "Industries are facing a digital transformation, and while CIOs should be knowledgeable about managing that transformation, the modern CIO spends more time managing people – employees and suppliers – than technology. With the WHU we have found the perfect partner to offer CIOs a special program in general management."

Created with sponsor Hewlett-Packard, the Leadership Excellence Program offers no IT-related content. "IT management knowhow is no longer the only skill that's crucial for the modern CIO," Beilfuss said. "What makes our program unique is teaching general management tailored exclusively to IT managers and the demands they face."

IDG Germany is managing all aspects of the program, from choosing the participants to marketing and public relations. IDG Germany also played "the central role," Beilfuss said, in developing the course, discussing with WHU, which is also the European partner of Northwestern University's Kellogg School of Management, the questions that future CIOs might have to address.

LEADERSHIP
EXCELLENCE
PROGRAM

The program, which will be offered yearly, has three components. The first, consisting of four days at the WHU, focuses on the skills of leadership, strategy and innovation. "We'll be asking participants to focus on understanding leadership and its values within the context of globalization and the relevance of local cultures and values," Beilfuss said. "In the strategy section we'll ask them to analyze, develop and discuss corporate strategies in highly dynamic and disruptive industrial and client environments. Innovation will deal with analysis of strategic change management, the barriers to innovation and the implementation of complex organizations systems."

After completing this section of the course students will be required to write a final paper on applying general management skills to the future of IT management.

IDG Germany staff involved in creating the new management program included (clockwise from top left): ***Michael Beilfuss****, managing publisher;* ***Horst Ellermann****, CIO Germany editor-in-chief;* ***Achim Schäfers****, senior key account manager; and* ***Henriette von Wangenheim****, director of executive relations.*

Beilfuss said organizers did not want the course to be "pure theory," so they created a mandatory week-long international component. "Businesses of all kinds need to have the so-called 'emerging' countries on their radar, observe them intensively and evaluate them. Personal insights and experiences in these markets as well as proven intercultural competencies are a vital component of a CIO's sustainable personality profile," he said.

2012 course participants can choose between five days in Mumbai in February 2013 or China in February 2014. (2013 students can visit China the following year or India in 2015.) The India schedule will include workshops on intercultural leadership as well as field trips to selected production sites of Indian and European companies.

Participants must have IT responsibility at a company with 2,000 or more employees, at least 10 years of professional experience and at least five in a leadership role. The class limit is 25 people. Tuition will be 4,900 euros (US$6,000), all of which goes to IDG Germany.

IDG Germany is marketing the program through its Computerwoche and CIO publications, which Beilfuss said are "strong, trustworthy brands in both the local IT market and the CIO community." IDG Germany also created a brochure about the program that was sent to leading German CIOs. "Of course, personal communication is important," Beilfuss said, "and we recommend that everyone involved in the program who contacts a CIO should mention the program."

The Leadership Excellence Program is "good for CIOs and good for IDG," Beilfuss said. "IDG Germany and CIO magazine are engaged in the community, so this is a way of furthering that and creating new business at the same time."

For more information go to www.lep.cio.de or contact CIO Germany Editor Riem Sarsam. ■

IDGE's Kevin Eberman donates time to 'help the needy get nerdy'

As director of network and system operations in IDG Enterprise's Digital Solutions Group, **Kevin Eberman** keeps the online presence of several of IDGE's major U.S. brands up and running. He knows a thing or two about technology and its importance to our daily lives. And yet he knows, too, that there are many people who don't know how to use a computer, don't have access to a computer and can't afford a computer of their own. And so, Eberman donates part of his free time volunteering for an organization called Free Geek, helping to make sure low-income Rhode Island residents have access to the technology they need for school and daily life.

Eberman was recruited to the Free Geek (www.freegeek.org) board two years ago by a friend who helped launch the Providence, R.I., chapter. "My friend didn't have to try too hard," Eberman said, "since I think the Free Geek mission — 'We help the needy get nerdy' — is so compelling."

Eberman said he is bothered by the fact that so many people lack access to computers. "Not being able to afford a computer presents a huge barrier for people in how they live and manage their lives. These days, more and more services are only available online. Working to bridge this great digital divide is an important challenge of our time," he said.

> "Not being able to afford a computer presents a huge barrier for people in how they live and manage their lives. Working to bridge this great digital divide is an important challenge of our time."
>
> *Kevin Eberman*

Started in Portland, Oregon, in February 2000, Free Geek volunteers recycle computers that would otherwise end up in landfills, update them with open source software and donate them to organizations and individuals who cannot otherwise afford them. Increasingly, Eberman noted, Free Geek is partnering with a number of different organizations that have the same or a similar mission such as the Broadband Rhode Island Digital Literacy Program and the Federal Hill House Association. The latter is a social service organization offering child care, senior activities, educational programs, employment placement and emergency food assistance and recently agreed to make room in one of its locations for Free Geek.

Kevin Eberman *at the Free Geek space donated by the Federal Hill House Association in Providence, R.I.*

"Moving out of the church basement we had been operating in has been an engine of renewed enthusiasm and greater programming participation," Eberman said. "Our old space was small and difficult to get to and generally speaking, Free Geek activities were sporadic. Now we can see that Free Geek can be self-sustaining, and that is really exciting."

In addition to providing computers, Free Geek is also expanding its training programs. "The classic Free Geek training involves people coming in and working with a volunteer to refurbish a computer. When that computer is ready, the client keeps it," Eberman explained. "Increasingly, Free Geek is doing more direct training and classes, thanks to partnerships with Broadband Digital Literacy Program and others."

Any IDG employee or business unit in the Greater Boston area interested in donating used computer equipment can contact the organization through its website . The organization accepts "nearly everything that plugs into a computer or an electrical outlet," Eberman said.

For other questions write to Kevin Eberman. ■

noteworthypeople

New employees

Verma

Previously an advisor to **IBM India**'s Global Processing Services, **Saurabh Verma** joins IDC MEA as program manager, IT Services. He holds an MBA from ICFAI Business School in Hyderabad, India, and enjoys playing squash. sverma@idc.com

Okafor

IDC West Africa in Lagos, Nigeria, has hired **Adaora Okafor** as a research analyst, Integrated Handheld Devices and Mobile Handsets; she was previously a partner business manager with Hewlett-Packard Nigeria's Imaging and Printing group. She holds a B.S. in computer engineering and enjoys music and reading. aokafor@idc.com

Rodela

IDG Consumer & SMB has hired **Carlos Rodela** as a multimedia editor. Previously a video producer/host with CBS Interactive/Gamespot, he holds a B.A. in journalism from the State University of New York/Morrisville. More on his avocations at www.carlosrodela.com. crodela@idgcsmb.com

Patail

IDC Malaysia has hired **Ra Delina Patail** as research manager, Cross Product and Consulting. She was previously a manager with KPMG Business Advisory Services Malaysia, focusing on IT strategy and technology-related engagements. She earned a B.S. in computer science from Universiti Teknologi Malaysia and an MBA from Hult International Business School in Boston. Away from the office she enjoys reading, swimming and "spending time with people who matter." rdpatail@idc.com

Ho

Previously a contractor with **IDC Malaysia**'s Financial Insights group, **Ho Sui-Jon** joins the staff full time as an associate market analyst. He holds a B.S. in business and commerce from Australia's Monash University. sjho@idc.com

Trivedi

Previously a web developer with Creating Digital LLC, **Ujwal Trivedi** joins **IDG TechNetwork** as a web developer. He holds an M.A. from Stevens Institute of Technology in Hoboken, N.J. ujwal_trivedi@idgtechnet.com

Previously a project manager with National Public Radio, **Phillip Johnson** joins **ITWorld** as an associate online editor/writer. He holds a B.S. in economics from MIT and an M.A. in economics from Harvard University. A former monologue joke writer for television talk show hosts David Letterman, Jay Leno and Jimmy Fallon, he enjoys cartooning and comedy writing. phil_johson@itworld.com

IDG Corporate Services Group has hired **Sam Fricano** as a senior accountant. Previously a self-employed accountant, he holds a B.S. in business administration/accounting from the University of Rhode Island. In his free time he enjoys photography, writing, puzzles and hiking. sam_fricano@idg.com

New at **IDG Enterprise**'s Digital Solutions Group is Online Ad Operations Specialist **Matthew Steele**. Previously an ad operations team lead with Tech Target, he holds a B.A. in American studies from St. Michael's College in Colchester, Vt., and enjoys running, playing guitar and hiking with his wife and dog. msteele@idgenterprise.com

IDG CSG honors two employees with new Mission Award

IDG CFO and Treasurer ***Ted Bloom*** *presented his group's inaugural CSG Mission Award to* ***Barbara Duphily*** *and* ***Paul Overhiser*** *at a company meeting in June.*

IDG Corporate Services Group (CSG) in Framingham recently launched a new bi-annual awards program designed to recognize employees who embody the spirit of the group's mission statement. CSG employees are nominated for the award by a member of the CSG executive staff, and winners are selected by a majority vote of the staff. The inaugural CSG Mission Awards were presented to two employees: **Paul Overhiser**, senior financial analyst, and **Barbara Duphily**, accounts payable supervisor, at the group's staff meeting at the end of June.

CSG's mission statement is as follows: The mission of the IDG Corporate Services group is to be part of an integrated effort to increase each business unit's corporate value, thereby increasing the corporate value of IDG. We achieve this by providing excellent accounting, credit, finance, IT, legal, office management, payroll, benefits, HRIS and tax services that meet our customer's needs.

We ensure our success through:

- People who are motivated and happy
- Partnerships with our clients
- Processes that work in harmony
- Productive communication

Susan Thaxter is **Computerworld**'s new account coordinator. She previously worked at Total Technical Services where she was a technical recruiter. Susan earned a B.S. in marketing from Roger Williams University in Bristol, R.I. In her free time, she enjoys running, travel and reading. susan_thaxter@computerworld.com

Continued from page 3

One on one

smartphone users every day. We are also seeing our first mobile advertisers. Nevertheless, the sad fact of mobile growth is that a visit on a mobile device results in significantly lower revenue (from mobile website or app advertising) than a traditional visit through the desktop browser. It is a little bit like shooting your own foot.

Q To what extent does your company collaborate with IDC?

A This year marks a turning point in our cooperation with IDC – in a very positive way! Thanks to some restructuring within IDC and the creation of a specialized Czech team (which has wonderful people), we were finally able to agree on closer cooperation regarding publishing of locally focused content from IDC analysts. ICT Top 100 publication is a prime example, as it had some great articles from local IDC analysts for the first time.

We are also looking for a better collaboration model in events. Our first attempt will be the Channel Awards, the third annual survey for which IDC provided great insight and polished our polling methodology. We will be also collaborating on a social media event where results will be announced together with IDC offering its insight into the IT distribution business. This is scheduled for February 2013.

Q What adjustments are you making during this time of the debt crisis in Europe?

A It is crucial to form a team of top-notch and enthusiastic people who will work as a team even if they are under pressure and face a difficult economy. Just as important is to evaluate which projects still make sense and which have to be put on hold or canned. You need the strength and courage to cut off parts that are no longer needed or useful and create space for new ones to grow. Learn new things, think in new ways and even borrow or steal good ideas anywhere you can find them (after all, we are seeing our competitors copying our successful ideas and business models all the time). In short: don't panic, think and be positive.

IDG has one incredible advantage we should always have in mind: we are in almost every corner of this planet, in all climates, political constellations and market sizes. That is a huge reach, but equally huge is the endless source of ideas from people who can share their inspiration, experience and vision. All you need to do is keep your eyes open.... and work hard. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Wally Clegg *IDG Consumer & SMB*

24

Judy Callahan *IDG*

21

Kenneth Bäckström *IDG Sweden*

19

Quan Zhou *IDG Technology Venture Investment*

17

Ulla McGee *IDG Consumer & SMB*
Karen Blythe *IDG Global Solutions*
Lorraine Rivell *IDG*

16

Kitty Fok *IDC Hong Kong*

14

Kate Coldwell *IDG Consumer & SMB*
Ron Glaz *IDC*
Meredith Whalen *IDC*
Davy Adams *IDG Australia*
Elias Plastiras *IDG Australia*

13

Barbara Duphily *IDG*
Earl Joseph II *IDC*

12

Linus Wolter *IDG Sweden*
Lisa Stevenson *IDG Enterprise*
Anna Toncheva *IDC*
Aaron McPherson *IDC*
Jessica Goepfert *IDC*
Lauren Fitzgerald *IDC*

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Katy Young *IDC U.K.*
Adam Sienkeil *IDG Poland*
Joanna Kosik *IDG Poland*

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Kate Godfrey *IDG Consumer & SMB*
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Steven Vass *IDC Singapore*

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Helen Palmer *IDG Global Solutions*
Nancy Gershlak *IDC*

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Cristina Rivas *IDC Mexico*
Cyrus Daruwala *IDC Singapore*
Li May Chew *IDC Singapore*
Yong-Jin Jun *IDC Korea*
Julekha Khan *IDC Australia*

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Tamara Gargus *IDG Consumer & SMB*
Michael Friedenberg *IDG Enterprise*
Caroline Mewing *IDG Enterprise*
John Rydning *IDC*
Lam Nguyen *IDC Vietnam*
Victor Lim *IDC Singapore*

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Jesse Rutland *IDG Global Solutions*
Tarun Bhasin *IDC Canada*
Sara Knapik *IDC*
Ting Yang *IDC China*
Sun-Hwan Hwang *IDC Korea*

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Justin Counts *IDG Consumer & SMB*
Donald Malouf *IDG Consumer & SMB*
Moritz Keckstein *IDG Germany*
Dulce Enriquez *IDC Mexico*
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Lennard Hoogenraad *IDG Netherlands*
Joan Goodchild *CXO Media*
Syed Zaidi *IDC*
Ruth Flynn *IDC*
Naveen Hegde *IDC India*
Jennifer Ha *IDC Korea*
Sudev Bangah *IDC Malaysia*

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Bill Petch *IT World Canada*
Sarah Nadeau *IDG Enterprise*
Katie Albang *Network World*
Yvonne Khoo *IDC Malaysia*
Marniyah Binti Marjuni *IDC Malaysia*
Sissi Wang *IDC China*
Itishree Sukia *IDC India*

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Emily Snowden *IDG U.K.*
Nelson Hong *IDG Consumer & SMB*
Armando Rodriguez *IDG Consumer & SMB*
Cristian Peña *IDC Chile*
Michal Majewski *IDG Poland*
Adil Ansari *IT World Canada*
Tyson Dover *IT World Canada*
Connor Sullivan *IDC*
Rachael Rodwell *IDG Australia*
Sherrie Huang *IDC Singapore*
Chris Zhang *IDC Singapore*
Avinash Kalyana Sundaram *IDC Singapore*
Kiranjeet Kaur *IDC Singapore*
Brenda Lim *IDC Singapore*
Siddharth Choudhary *IDC Singapore*
Serine Hool *IDC Malaysia*
Prithibah Irving *IDC New Zealand*
Arunachaiam Muthiah *IDC New Zealand*

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Roman Martinez *IDG Consumer & SMB*
Eduardo Ribeiro *IDG Consumer & SMB*
Carolin Schmid *IDG Germany*
Marco Antonio *IDC Chile*
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Dawid Kosinski *IDG Poland*
Mariela Ellis *IDG Enterprise*
Kelly Palmer *IDG Enterprise*
Cynthia Burghard *IDC*
Nitin Singh *IDC India*
Kumar Gousundar Das *IDC India*
Budhaditya Banerjee *IDC India*
Adwaita Menon *IDC India*
Albert Wang *IDC China*
Angel Wu *IDC Taiwan*
Emma Liu *IDC Taiwan*
Apples Lu *IDC Taiwan*
Cherie Mak *IDC Hong Kong*
Janice Chan *IDC Hong Kong*

Check your My Profile page

Click on your My Profile link on the home page of IDG Central, and take a look at several customization choices. You can change your password, add a profile photo and biographical info, and invite colleagues to be part of your IDG Central network, among other options.

unsunghero

Mandie Johnson

Art Director
Macworld U.K.

*Macworld U.K. Editor-in-chief **Mark Hattersley** named Art Director **Mandie Johnson** as his group's Unsung Hero. "She's worked with us for more than 20 years and is quietly and diligently crafting some of the best products we make, including iPad & iPhone User and our extremely successful Complete Guide series. She's also designed webpages, digital editions, logos, marketing materials and much more."*

Home
London

Title
Art director of iPad & iPhone User magazine.

Primary job responsibilities
I'm responsible for the design and layout of iPad & iPhone User magazine, which includes cover design, typographic and illustrative presentation of all editorial pages, plus any additional marketing material including online advertising and applications for mobile devices.

Three things I do in a day's work

- Liase with editors with regards to editorial content and design requirements.
- Ensure templates are updated.
- Research, source images and brainstorm ideas for the cover design.

What I love most about my job
I love the creative process, when an idea for a specific design has been approved and I'm able to immerse myself in the work to achieve a successful piece of design.

A hot-button issue I'm dealing with on the job
I've predominantly designed magazines for print, although the emphasis has increasingly shifted more toward digital. This has now reached a major turning point as the publishing industry is in the throes of a mobile digital revolution that demands a fast change of focus as well as a rapid learning curve for new skills in order to produce interactive publications for mobile devices and websites.

Latest accomplishment
I recently completed a redesign of iPad & iPhone User, which was employed to provide a cleaner, more sophisticated presentation of the magazine and a design that works for digital as well as print publications.

DOMINIK TOMASZEWSKI

***Mandie Johnson** joined IDG U.K. in May 1991.*

What I'm doing to be a better employee
I strive to be more creative, do my best to pay close attention to the progress of design on mobile platforms and stay informed about the new tools available for designers in order to learn the skills required to allow our magazines to compete in this area.

Interests outside the office
I have a wonderful teenage daughter who keeps me very busy. We both love film, theater, art, books and music as well as spontaneous travel adventures when time allows.

What others can't tell just by looking at me
I have a secret crush on [British Labour Party Leader] Ed Milliband.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Michael Beilfuss *IDG Germany*
Kevin Eberman *IDG Enterprise*
Jillian Gardner *IDG*
Mark Hattersley *IDG U.K.*
Mandie Johnson *IDG U.K.*
Jana Pelikanova *IDG Czech Republic*
Sarah Reagan *IDG Enterprise*
Lori Spendley *IDG Enterprise*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Macworld | iWorld sets stage for product launches in Beijing

IDG Communications CEO Bob Carrigan presented a keynote address at the Macworld Asia International Forum, a part of the four-day event.

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IDG Connect earns industry award

One on one: Elizabeth Heichler, IDG News Service

Console gaming site joins IDG Germany's network

FIPP report makes case for magazines

E3, an IDG World Expo-produced event, will be held in Los Angeles through 2015.

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An IDC group vice president spends her vacation time in Nicaragua supporting local communities.

SEE MORE ON PAGE 5

The deadline for the 2013 IDG Photo Calendar Contest is Sept. 14

2013
Calendar Contest

Submissions for the 29th annual IDG Employee Photo Calendar Contest are due in just a few weeks. Don't miss your chance for worldwide fame and (a small) fortune. Prizes of $300, $200 and $150 will be awarded to the top three vote getters. You may submit up to two color or black-and-white images.

SEE MORE ON IDG CENTRAL

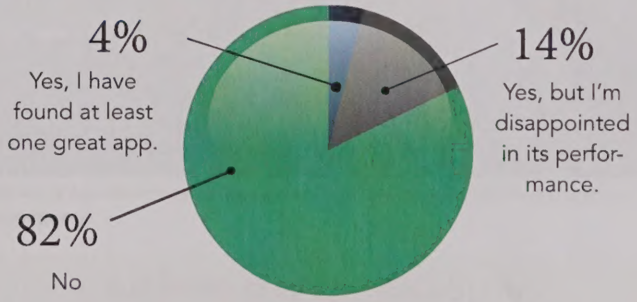
Contribute to Photo of the Day

Browse the collection on IDG Central and send in a snapshot of what's going on at your business unit to world_update@idg.com.

SEE MORE ON IDG CENTRAL

Question of the week results

Have you downloaded any apps to catch up with the Olympics?



Log on to www.idgcentral.com to vote on this week's question:

Do you think the Microsoft Surface tablet will be a viable competitor to the iPad?

CLICK HERE

PCWorld, Macworld and TechHive host East Coast "meetups"

IDG Consumer & SMB held two "meetups" late last month on the East Coast to mingle with tech lovers and media influencers and promote PCWorld, Macworld and TechHive and build excitement for the debut of TechHive and the revamped PCWorld and Macworld sites next month. The business unit previously hosted a similar event in San Francisco.

Marketing Manager **Jim Hopkins** organized the meetups with the help of IDG's PR agency Morris & King and a Tech Tuesdays group for the New York event and a social events group, bostontweetup, for the Cambridge, Mass., event.

HOWARD SHOLKIN

*SVP/Editorial Director **Jason Snell** (left) talks with a guest.*

President & CEO **Mike Kisseberth** led a team of editors to connect with guests and get their feedback to help shape future editorial content. More than 150 people came to the gathering at Tribeca Grand Hotel in New York City and enjoyed a photo booth with photos posted to the web. At MeadHall in Cambridge, close to 100 attendees were serenaded by a DJ and tested their wits in a tech trivia contest.

IDGCSMB SVP/Editorial Director **Jason Snell**, Macworld Associate Editor **Serenity Caldwell** and Macworld Staff Writer **Lex Friedman** went to both events along with PCWorld Senior Editor **Tim Moynihan** in New York and Macworld Senior Editor **Dan Moren** and PCW Executive Editor **Tom Spring** in Cambridge.

Write to Jim Hopkins. ■

IDG Connect earns industry award

Last month IDG Connect's blog won its second industry award of the year, a Gold Magnum Opus award for best topic-specific blog from the Content Marketing Institute and BeContentWise. Earlier this year it received an Outstanding Achievement Award from the Interactive Media Awards (see IDG World Update, April 2, 2012).

IDG Connect Editor **Kathryn Cave** said the latest award was "especially exciting, as from May through July we have seen a 49% increase in blog traffic over the previous two months." The traffic uptick happened while the blog ran a range of regional and topic-specific pieces, including popular content on the future of tablets, the global impact of big data, biometrics in India, business growth in Europe, opportunities in Iraq and Burma and security threats across Africa.

MAGNUMOPUS AWARDS
Presented by CONTENT MARKETING INSTITUTE and BECONTENTWISE.COM

IDG Connect's blog provides a variety of global IT opinions and expertise, ranging from vendor CEOs to local independent IT bloggers. Launched just over two years ago, the blog has increased IDG Connect's engagement with users and increased the number of IDG Connect's Twitter followers.

The Magnum Opus Awards aim to identify and honor "superior corporate communications, recognizing excellence in all aspects of content creation."

Click here for more details or write to kathryn_cave@idg.com. ■

Macworld | iWorld Asia sets stage for product launches in Beijing

Organized by IDG World Expo China with the theme "Mobile Internet Leads the Future," Macworld I iWorld Asia attracted some 150,000 visitors to the Beijing National Convention Center earlier this month. The four-day show featured more than 500 exhibitors — double the number from last year — from more than a dozen countries. Nearly 40 new products were launched at the show, the largest for Apple products in Asia.

Contact IDG China VP/Corporate Communications Karen Ren. ■

Macworld iWorld ASIA
BEIJING AUGUST 2-5 2012
数字世界亚洲博览会
媒体发布会
Conference
8.2

*IDG Communications CEO **Bob Carrigan** fields questions at the news conference in Beijing. He also presented a keynote address at the Macworld Asia International Forum.*

*IDG World Expo President **Jennifer Xu** walks the show floor with IDG China Chairman **Hugo Shong**.*

Address change: IDG Spain

IDG Spain relocated to the following address on July 27:

C/ Velázquez 105, 5th floor
28006 Madrid
Spain

Telephone and fax numbers remain the same:
Tel: +34-91-349-66-00, Fax: +34-91-319-61-04

OneonOne

Elizabeth Heichler
IDG News Service

The editor-in-chief of the IDG News Service can be reached at elizabeth_heichler@idg.com.

> "We're asking how to move our content delivery systems forward so that we're not limited by the form of a traditional news article. How do we synthesize different elements like multimedia, social media, databases of background information? I'd love to have conversations with other editors around IDG about this."

Q The News Service has undergone some staffing and location changes in the past year. Where do you have correspondents today?

A The biggest change is in Europe, where for the first time in our history the entire staff is European! We are in Paris, London, Amsterdam, Brussels and Romania, where late last year we hired an expert in IT security issues. We have bridged the gap between San Francisco and Tokyo business hours by opening a bureau in Sydney, joining Tokyo, Beijing, and Bangalore in the Asia/Pacific region. We also have a regular stringer in Seoul and a handful of freelancers filing stories from Africa. Finally, in the U.S. we have reporters in Boston; New York; Washington, D.C.; Miami and our biggest bureau in San Francisco. That adds up to 16 people who file stories most days, plus some additional material from freelancers.

Q What topics and stories are you emphasizing coverage of?

A Our mission is to provide IDG publications with fast news coverage of the major developments in IT each day, but with technology touching so many aspects of life today we have to pick our spots carefully. Mobile technology is obviously critical, and we attack it from the perspective of devices, platforms and developer issues, as well as the intellectual property disputes that are roiling the industry. IT security is critical to readers across the enterprise and consumer spectrum and we have two people focused on that. Our reporters in Washington and Brussels cover government attempts to regulate the Internet, protect privacy and control competition in the U.S. and across the European Union. We also cover traditional IT beats including enterprise software, cloud computing, networking, data center, hardware systems from smartphones to supercomputers. There we look for the current issues within those beats, such as Big Data, Oracle vs Google or how Intel is fighting ARM.

Q Journalism is changing; how is IDGNS changing with it?

A Two of the hottest topics we discussed at our global staff meeting in May were data journalism and how to rethink the way we package information — breaking beyond the boundaries of the article. We've formed a small data journalism task force to learn more. We're searching out new sources of data that are relevant to IT and exploring ways to analyze data sets, find the stories within them and present them interactively online. With regard to packaging, we're asking how to move our content delivery systems forward so that we're not limited by the form of a traditional news article. How do we synthesize different elements like multimedia, social media, databases of background information? We're very much in the imagining and brainstorming phase on this one, and I'd love to have conversations with other editors around IDG about this. Finally, I would like to use technology to solve a problem that our non-English-speaking customer-editors have: easily translating our content. We may experiment with Google's Translator Toolkit. The ideal implementation would allow editors at IDG publications to do translations on demand on our site, drawing on tools such as glossaries that are customized and get better and better as they are used and "trained" over time.

Q You've made a considerable investment in video, in terms of directing staff resources that way. How's that going?

A We have "doubled down" since we brought Nick Barber on board several years ago as our first full time online video producer in Boston. About a year ago, Kerry Davis joined us as multimedia journalist based in San Francisco, and now Martyn Williams, our former Tokyo bureau chief who really was our video pioneer, has taken up residence as a senior correspondent in San Francisco, and we can't keep a videocamera out of his hands, either. So far this year, the team has produced 426 videos and is on track to produce 730 for the year. We are also getting more creative with types of video content with the intention of creating more "evergreen" videos in addition to the important breaking news videos we do. Nick now does regular mobile app reviews on video. The team is developing a series called Tech Tips; this is how-to content that IDG sites have told us they want. We're also developing a series of entrepreneur profiles that will feature interesting personalities in tech.

Q How can editors use IDGNS to cover stories they would like for their brands?

A Easy — just ask me or one of our editors and I'll try facilitate it. Please think of our reporters in each location as an extension of your own staff. If you see something happening in London, for example, that you'd like covered, tell us. We'll do our best to attend events and write stories that cover the information you want for your readers. ■

IDG Germany has diverse gaming portfolio

In addition to OnlineWelten, which now includes Areagames, IDG Germany's other games-related products include:
GamePro
GameStar
GameStar MMO Magazin
Making Games
The Sims – The Official Magazine

All of the products above, other than the print Sims magazine, have print and online components.

In addition, IDG Entertainment produces two dedicated web TV shows such as Akibatteru (a monthly show about Japanese culture and anime) and GameStar TV, a weekly news program on gamestar.de that is only available to premium subscribers of the site.

Console-gaming site joins IDG Germany's gaming network

IDG Germany further strengthened its OnlineWelten network in June with the acquisition of Areagames.de, which focuses on console gaming. Coming just four months after adding three other sites from PlayMassive GmbH, OnlineWelten now comprises 35 gaming sites, in addition to the portal onlinewelten.com.

"This was the next logical step to consolidate our position in the market as Germany's strongest and largest network of websites focused on games," said OnlineNetwork Director **Philipp Senkbeil**. The staff hopes that being able to combine two console-themed sites — Areagames.de and GamePro.de — will enable them to have more leverage with clients, he added.

The network, run by independent editors and an associated community network, includes web offerings for fans of Massively Multiplayer Online Games and other online games as well as website about anime, whose fan base has great affinity for gaming, Senkbeil noted.

area games.de
Hei
Magazin
Spiele
Videos
Spielkultur
Forum
Film
Backstage
Übersicht
Testberichte
Podcast
Vorspiel-Videos
RSS-Feeds
Grafik zum Meutern: Risen 2 im Test

Areagames.de and GamePro.de are both focused on console gaming.

Areagames Editor-in-chief **Alexander Voigt**, who founded the website in 2001, has joined IDG Germany and is based in OnlineWelten's Berlin office. (When IDG Germany bought OnlineWelten in May 2011 from Berlin-based Frogster, it retained a small core of staff members in their current location.) Areagames logs some 2.7 million page impressions per month.

OnlineWelten is redesigning its flagship portal with a relaunch expected by the end of calendar year Q3 or early Q4. Plans are also in the works for further growth of the network, Senkbeil said, with ongoing negotiations with more potential partners. OnlineWelten had 109 million page impressions in July, 14 million more than June.

Contact Philipp Senkbeil. ■

E3 set for Los Angeles venue through 2015

The Electronic Entertainment Expo (E3), which is produced by IDG World Expo, will remain in Los Angeles for the next three years. E3's owner, the Entertainment Software Association (ESA), announced the agreement last month.

In June, E3 brought 45,700 video game industry professionals, investor analysts, journalists and retailers from 103 countries together for a three-day trade show that generated $40 million in revenue for Los Angeles.

E3 has been held in Los Angeles for all but two of the years since it launched in 1995.

"We are very excited that E3 will be staying in Los Angeles," said IDG World Expo CEO **Mary Dolaher**. "My team and I have worked closely with the city over the past two decades and have built a very strong relationship there. We have worked diligently to negotiate the agreement that is best for E3 and its future. Los Angeles is the epicenter of the U.S. entertainment industry and brings with it tremendous historical knowledge of the show, as well as ambitious plans for the future of the downtown area. In short, it's a great fit for E3."

The three-year agreement with the City of Los Angeles ensures E3 will continue as scheduled alongside nearby construction projects, which includes development of a stadium and event center complexes.

E3 2013 will be held June 11-13, 2013 at the Los Angeles Convention Center, L.A. LIVE and at other venues throughout the city.

Contact Carolyn Rauch. ■

IDC's Denise Haines helps communities grow and thrive in Nicaragua

Every six months or so, IDC Group VP/Global Accounts **Denise Haines** fills two large suitcases with 100 pounds of items most people wouldn't take on vacation — pencils, pots and pans or hedge clippers, for example — and travels from her home in Carlsbad, Calif., to Leon, Nicaragua. Since 2006, she's been involved with an organization called JustHope whose mission is to develop long-term partnerships to create and support sustainable communities in Nicaragua.

Haines got involved with the organization, based in Tulsa, Okla., through a family connection and recently concluded a five-year term on its board of directors. She supports a medical clinic in one community with a monthly contribution, has helped build eight cinderblock homes, bought a motorcycle for a health care worker to more efficiently make home visits and solicits donations for a range of needs.

IDC Group VP/Global Accounts ***Denise Haines*** *travels to Nicaragua about twice a year.*

Her work with JustHope has been "extremely rewarding, and it's truly taught me how precious the simple life is," she said.

The organization works with three communities with a total population of about 9,000. It is most active in Chacraseca, where its programs have established, among other accomplishments, a supply of clean water, a music camp for children and a microbank for women to buy and sell pigs and for farmers to buy more land. JustHope also serves Santa Emilia, a mountainous area where residents harvest coffee beans, and LaFlor, a small migrant community.

With JustHope's focus on leadership development and sustainability, the programs are guided by local government boards. For the microbank program, for example, applicants have to show they are upstanding people in the community, and the governing board decides who is most deserving of the loans.

Haines usually spends 10 days to two weeks in Nicaragua, visiting the three communities and experiencing all aspects of the local environment, which includes the occasional hair-raising bus ride with chickens in nearby seats. Although many volunteers gain weight due to the carbohydrate-heavy diet of rice and beans, she usually loses weight because she subsists on pineapple, mangoes and energy bars. While in Chacraseca, Haines' base with the other volunteers is a simple house with a toilet and electricity, but they sleep outside to catch the rare breeze that might come through.

Denise Haines *funded and helped build this house in Santa Amelia, a mountainous region known for growing coffee beans.*

> "It's truly taught me how precious the simple life is."
>
> *Denise Haines, speaking of her work with the JustHope organization.*

While her Spanish is minimal, Haines said she travels with a translator, and many of the visiting groups she works with include fluent Spanish speakers. One constant factor of her trips is that "I get so immersed so quickly with what I'm doing there. If we're building houses — and it's especially hard to do that in the mountains — we're doing every piece of it alongside the people in the community. Digging the foundation, using a cart driven by oxen to pick up the lava rocks and mixing the concrete."

After two weeks of service, Haines pulls out her one "re-entry outfit," which she has wrapped in a plastic bag, and gets back on the plane with suitcases that weigh eight pounds. ■

Medical supplies needed

JustHope has a pressing need for diabetic finger-stick testing kits and monitoring equipment along with any pharmaceutical supplies such as antibiotics and over the counter drugs. If any employee has a friend or spouse with a connection to companies in health care fields that might provide in-kind donations, write to Denise Haines.

noteworthypeople

New employees

Nguyen

Toan Nguyen joins **IDC Vietnam**'s Ho Chi Minh City office as a senior market analyst, Telecommunications. He has eight years' experience with IT, electronics and telecom firms and holds a B.E. in electronics and telecommunications from Vietnam's University of Economics and Law, as well as a B.A. in business administration from Vietnam's University of Technology. toannguyen@idc.com

Ibrahim

IDC Malaysia has hired **Ahmad Zeffirelli Ibrahim** as a senior market analyst, Cross Product and Consulting. Previously an industry analyst with Frost and Sullivan, he earned an M.S. in telecommunications and network engineering from France's Telecom Lille 1. A "die-hard Liverpool fan," he also enjoys playing football. azeffirelliibrahim@idc.com

Wu

New at **IDC Singapore** is Senior Market Analyst, Cross Product and Consulting **Simei Wu**. She recently worked for McKinsey & Co. as an analyst and holds a B.A. and M.A. in telecommunications engineering from Zhejiang University in Hangzhou, China. When not spending time with her two-year-old daughter she enjoys skiing and going to the beach. swu@idc.com

Chua

Account Manager, Sales **Daphne Chua** comes to **IDC Singapore** with 10 years' marketing experience at a variety of IT and telecommunications companies such as Verizon, IBM and Nokia. She earned a B.A. in business psychology from Southern Illinois University in Carbondale, Ill., and enjoys going to the beach with her two sons. dchua@idc.com

Stagge

Christiane Stagge is the new editor of IDG Germany's **Macwelt**. Previously the managing editor for SAP.info, she has an M.A. in history and political science from Otto von Guericke University in Magdeburg, Germany She enjoys traveling — especially to Italy — literature, cycling and museums. cstagge@idg.de

Gleissner

Also new at **IDG Germany** is Sales Service Manager **Julia Gleissner**. She most recently worked for the start-up Vertical Techmedia AG, has studied business and publishing and enjoys travel, reading and baking. jgleissner@idg.de

Connie Moy joins **IDG TechNetwork**'s New York City office as a data platform administrator. She was previously a digital media analyst with MediaCom where she analyzed and optimized campaign performance for Dell and Volkswagen accounts. She earned a B.S. in informatics from Indiana University in Bloomington, Ind., and enjoys camping, kayaking video games and knitting. connie_moy@idgtechnet.com

Roberts

IDG U.K. has hired **David Roberts** as a web developer, a role he has held at both public- and private-sector jobs, working in Microsoft ASP.NET and Adobe ColdFusion. He holds a degree in graphic design from Buckinghamshire Chilterns University College specializing in animation and typography. Outside the office he enjoys "all forms of creativity — art, music, design, fashion, theater and film" — and plays bass in a jazz quartet. david_roberts@idg.co.uk

Marcelino

Previously a produce clerk at Stop and Stop, **Daniel Marcelino** joins **IDG Corporate Service Group** as an associate support analyst providing help desk support. He is a graduate of YearUp Boston, an intensive one-year program that provides low-income urban students, with the professional and technical skills needed to land entry-level IT and accounting jobs. daniel_marcelino@idg.com

PETER SHORT
Kaizerman

New with **IDC Framingham**'s Enterprise Server team is Senior Research Analyst **Sheera Kaizerman**. Previously a financial analyst with Instrumentation Laboratory, she holds a B.S. in criminal justice from New York's Pace University. She recently completed her 125th skydive and in March summitted Ecuador's Mt. Chimborazo (elev. 20,720 feet). skaizerman@idc.com

Returning employees

Cahyadi

Ashadi Cahyadi rejoins IDC as a senior research director, Telecommunications with **IDC Singapore**. He was previously a research manager with IDC Indonesia in Jakarta and recently worked as a market intelligence lead with Research In Motion in Singapore. A graduate of France's IAE Lyon Université Jean Moulin, he holds an M.A. in management information systems. Away from the office he enjoys the beach, music and basketball. acahyadi@idc.com

Contribute to Noteworthy

This section announcing promotions, new hires, transfers and returning employees reflects IDG's international diversity.

Any business unit may send information to the IDG World Update editors, or ask for a Noteworthy form to distribute to new employees.

FIPP report makes case for magazines

FIPP, the worldwide magazine media association of which IDG is a member, recently released the digital edition of "Proof of Performance: Making the case for magazine media." According to FIPP, the report can be used to promote the strengths of magazines and reach agencies and advertisers with critical information about the value of advertising in magazine media.

It offers international research-based evidence proving the effectiveness of printed and digital magazine content. The report quotes more than 110 studies with research about consumers' use of digital media as well as print and the impact of ads in digital and in print.

Download the free report here. To learn more about how IDG employees can access FIPP's password-protected site, contact IDG International Publishing Services President & CEO David Hill.

The IDG Calendar Contest deadline is Sept. 14

Don't delay! Submissions for IDG's 29th Annual Employee Photo Calendar Contest are due in just a few weeks. The calendar, which is mailed to IDG offices worldwide, is your opportunity for a bit of fame and fortune. First, second and third prize winners will receive $300, $200 and $150, respectively.

2013
Calendar Contest

See the complete details via the link on IDG Central's home page. The basics:

- You may submit up to two color or black-and-white high resolution digital images on any subject. .
- Each entry should have your name, business unit, telephone, fax number and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos and any questions to world_update@idg.com.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Kathryn Cave *IDG Connect*
Denise Haines *IDC*
Elizabeth Heichler *IDG News Service*
Jim Hopkins *IDG Consumer & SMB*
Kristin Jeannotte *IDG Enterprise*
Carolyn Rauch *IDG World Expo*
Karen Ren *IDG China*
Ruth Sager *IDC*
Lori Spendley *IDG Enterprise*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Georg Sing *IDG Germany*
Mary Fanning *IDG Enterprise*

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Chris Cuoco *IDG Enterprise*
David Bromley *IDG Int'l Publishing Services*

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Simon Salamon *IDC*
Heinrich Vaske *IDG Germany*

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Keith Henry *IDC U.K.*

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Michael Wallace *IDC*
Sally Hudson *IDC*

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Carol Glasheen *IDC*

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Håkan Ogelid *IDG Sweden*

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Christian Jahr *IDG Germany*
Mette Ahorlu *IDC U.K.*

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Andrea D'Amato *Network World*
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Christopher Dawe *IDC*
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Anders Engström *IDG Sweden*

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Filomena Cherta *IDC*
Markus Pilzweger *IDG Germany*
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Nelly Visanji *IDG Sweden*

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Robert Weber *IDC*
Leslie Short *IDC*

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Michael Shirer *IDC*
David Bhulapatna *IDG Germany*
Kai Schmidt *IDG Germany*
John Amato *Computerworld*
Edgar Fierro *IDC Mexico*
Verity Homewood *IDG Global Solutions*

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Karen Haslam *Macworld U.K.*
Turid Synnermark *IDG Sweden*

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Lisa Rowan *IDC*
Sarah Santos *IDG*
Hoang Nguyen *IDG Ventures Vietnam*
Trang Pham *IDG Vietnam*
Martine Res *IDG Netherlands*
Marie Hemberg *IDG Sweden*

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Rebecca Cruz *IDC Mexico*
Cornelia Brunschwiler *IDG Switzerland*
Tomoko Nakatsukasa *IDC Japan*
Damian Hatcher *IDG Global Solutions*

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Shannon Roche *IDC*
Ryan Reith *IDC*
Heather Levinson *IDC*
Francis Dunne *IDC*
Judith Brown *IDG Connect*
Bethany Whiffin *IDG Enterprise*
Kristian Hansen *IDG Denmark*
Masahiro Katayama *IDC Japan*
Marcus Jerräng *IDG Sweden*
Gerson Sakurai *Now!Digital Business*

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Rob Burbach *IDC Canada*
Jakob Scheikl *IDG Germany*
Andrew Alpert *IDG World Expo*
Jackie Mellen *IDG World Expo*
Alexandre Vargas *IDC Brazil*
Marek Rzewuski *IDG Poland*
Konrad Karczewski *IDG Poland*
Fredrik Roos *IDG Sweden*

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Kimberly Robinson *IDC*
Kory Salisbury *IDG*
Christina Holman *IDG Enterprise*
Michael Latchford *IDG Global Solutions*
Chris Lewis *IDC U.K.*
Liz Brannan *IDC U.K.*
Ariane Ardia *IDG Netherlands*
Matthew Smith *IDG Connect*

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Quang-Tue Nguyen *IDC Canada*
Tobias Veltin *IDC Germany*
Jeff Gallagher *Computerworld*
Joshua Grossberg *IDG Global Solutions*
Kathryn Cave *IDG Connect*

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Talya Mouharrem *IDG U.K.*
Kimberly Vittorioso *IDC*
Chris Dover *IDC*
Pablo Rivera *IDC*
Peter Kühne *IDG Germany*
Veronica Gätzschmann *IDG Germany*
Lori Spendley *IDG Enterprise*
David Gomez *IDG TechNetwork*
Catharine Leman *IDC U.K.*
Nicolas Delis *IDG Switzerland*
Michal Berezowski *IDG Poland*
Maciej Kluk *IDG Poland*
Sebastian Ostowski *IDG Poland*
Helen Savage *IDG Global Solutions*
Katarina Lemon *IDG Sweden*
Martin de Besche *IDG Sweden*
Fredric Holmgren *IDG Sweden*

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Chirag Dekate *IDC*
Gail Fulciniti *IDC*
Heather Hargraves *IDC*
Bee Yang *IDC*
Chadwick Huston *IDC*
Jeffrey McIntosh *IDC Canada*
Selina Alecu de Flers *IDG Germany*
Karsten Schmidt *IDG Germany*
Daniel Morber *IDG Germany*
Elaine Lee *CXO Media*
Julie Mance *IDG Enterprise*
Diana Scott *IDG Enterprise*
Sarah Maxfield *IDG List Services*
Jay Alabaster *IDG News Service*
Julie Odell *Network World*
Marya Kromann *IDG Denmark*
Victoria Poulsen *IDG Denmark*
Christian Fleinert *IDG Denmark*
Jon Neville *IDC U.K.*
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Abraham Llandez *IDC Mexico*
Renata Grabowiec *IDG Poland*
Agata Kubiak *IDG Poland*
Frank Froma *IDG Netherlands*
Ingrid Stenberg *IDG Sweden*
Fredrik Svensson *IDG Sweden*
Anna Sundström *IDG Sweden*
Lukas Löfgren *IDG Sweden*
Oscar Wallgren *IDG Sweden*
Jim Jansson *IDG Sweden*
Oscar Englund *IDG Sweden*

unsunghero

Kristin Jeannotte

Event Marketing Specialist
IDG Enterprise

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition in our Unsung Hero feature? Send your suggestions to IDG World Update.

IDG Enterprise Event Marketing Director ***Lori Spendley*** *named* ***Kristin Jeannotte*** *her group's Unsung Hero, saying, "Kristin has a successfully hit 100% of all of her audience acquisition goals on all custom, regional and national events. She has managed a very challenging workload and brings great creativity to her work. Her tenacity and drive to succeed combined with her cheery, good-natured demeanor contribute to her success."*

Home Westboro, Mass.

Primary job responsibilities I manage the overall marketing strategy for each event I am assigned, which includes creating and executing audience development and acquisition campaigns, leading direct e-mail marketing, growing association partnerships and social media efforts. I am also constantly testing new ideas and analyzing the results.

Three things I do in a day's work

- Our motto here is "Never stop marketing." My most prominent goal every day is to generate more registrants for our events. Whether through e-mail marketing, telemarketing or some other creative way this is always top of mind with me.
- Having well-written marketing copy is essential to generating registrants. I am constantly writing and refreshing copy for e-mails, websites and social media postings in order to grab people's attention and drive them to our websites.
- With events, there's always something unexpected. From deciding to send hand-written notes to all registrants on branded notepads to help with retention to figuring out how to get attendees to the event through everything from wildfires, Super Bowl Champion parades and presidential visits, we have to be prepared solve any problem and think creatively.

What I love most about my job The fast-paced and ever-evolving nature of the marketing and events business keeps me on my toes and challenges me to do my best no matter what.

JOE MOLA

Kristin Jeannotte *joined IDG Enterprise in 2009 as an event marketing/registration coordinator.*

A hot-button issue I'm dealing with How can we continue to grow our audience and reach people outside our databases? How can we differentiate ourselves from our competitors? And with all the buzz around mobile apps lately, how can we best get our audience to adopt these new apps and efficiently go completely paperless onsite?

Career highlight Bringing my ideas for an Honoree Lounge and executive coaching sessions to life are things I am most proud of. The Lounge is now a part of all CIO national events as well as Computerworld's Premier 100 Event and also a sponsorship opportunity.

Latest accomplishment Mastering stand-up paddleboarding, and now I'm completely hooked. It's not nearly as tough as it looks.

What others can't tell just by looking at me While I do a lot with social media for my job, I do not have a personal Facebook account.

A longer version of this profile appears in IDG World Update on IDG Central.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

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EMPLOYEE NEWS AND INFORMATION

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Tabbie, Azbee awards underscore commitment to editorial quality

Despite the myriad changes that IDG journalists have seen in their job descriptions — page views, SEO, video and Twitter, to name a few — one thing that has never changed is IDG's commitment to producing quality content designed to help readers succeed in their careers. Recently, IDG Enterprise brands raked in a trove of awards from ASBPE and the Trade Association of Business Publications International (TABPI) that serve to underscore that commitment.

"Winning these awards is validation that we're accomplishing the mission of helping IT leaders do their jobs better and smarter," said IDGE Chief Con-

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Top News

One on One: IDC Germany's Wafa Moussavi-Amin

IDG business units can save with DoubleClick contract

IDG Global Solution's Briony Rowe parlays events experience into London Olympics gig.

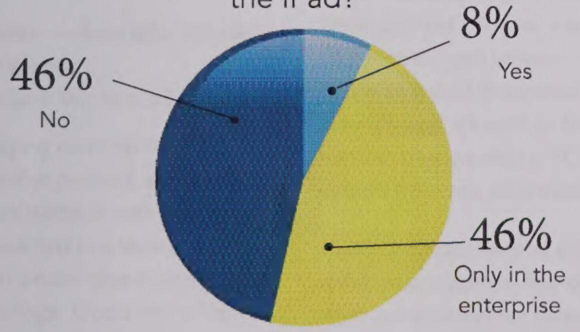
SEE MORE ON PAGE 5

IDG Germany Sales Director Sandra Holleber earns Unsung Hero recognition.

SEE MORE ON PAGE 7

Question of the week results

Do you think the Microsoft Surface tablet will be a viable competitor to the iPad?



Log on to www.idgcentral.com to vote on this week's question:

Do you agree with Ecuador's decision to grant political asylum to Julian Assange?

CLICK HERE

CIO Summit series rolls through Asia

CIO
SUMMIT2012
in conjunction with
CIO
IDC
MIS ASIA
COMPUTERW
MARINA MANDARIN SINGAPORE

*IDC Asia/Pacific Group VP **Sandra Ng** was among several IDC speakers in Singapore.*

IDC's CIO Summit series, co-produced with IDG affiliates in several countries, made stops in Mumbai (July 26), New Delhi (July 27) and Singapore (Aug. 2) following a successful kickoff event in New Zealand in June.

SEE MORE ON IDG CENTRAL

Awards

continued from page 1

tent Officer **John Gallant**. "IDG has always invested in quality content — it's the bedrock of the business — and awards like these show that we're making that investment pay. We see this also in the success of our websites, publications and events. IDG is the trusted source for information about information technology."

TABPI received some 500 entries for the 2012 Tabbies Awards; IDGE brands took home a total of five, with Network World one of only six organizations to earn four or more Tabbie Awards. The awards were presented as follows:

Gold — Best B2B Website
Computerworld.com
Computerworld editorial staff and contributors

Judging comments:
"Comprehensive array of topics ranging from news to opinion, analysis and blogs focused on the interests of IT professionals. Reporting is thorough, yet easy to read. Engaging, relevant and excellent!"

Bronze — Best B2B Website
NWW.com
Network World staff

Judging comments:
"Well organized, well structured website with content presented in a variety of formats under clearly delineated headings. Good mix of news, insight and opinion with incorporation of blogs, slideshows, video and podcast features."

Silver — Best Use of Social Media
www.networkworld.com
Network World staff

Judging comments:
"Comprehensive social media strategy with regular, relevant postings on various platforms, but Twitter perhaps being the most prolifically used. The content provider drives content appropriate to each platform and goes further than simply 'shouting' its existing content through social media platforms."

Bronze — Best Editor's Column
Network World
The Water Pump Alarm
John Dix

Judging comments:
"Well-crafted piece that tackles an ongoing issue with an authoritative voice. Really like this editor's writing style."

Gold — How-To Article
Network World
How To Solve Windows 7 Crashes In Minutes
Neal Weinberg, **Stephen Sauer**

Judging comments:
"This article should be THE model for How-to Articles. Thorough yet concise, expert information, well written, well organized, well illustrated. Even though it's written for IT people, anyone with a PC will benefit from this information."

ASBPE's Azbee Awards of Excellence program is one of the most competitive for business-to-business, trade, association and professional publications in the U.S. The awards recognize outstanding work by magazines, newsletters and digital media, including websites, e-newsletters, digital magazines and blogs.

IDGE's national awards in this year's competition include:

Feature Series: Gold: Network World for its Enterprise Cloud Services issues
Neal Weinberg, **Stephen Sauer**, **Ryan Francis**, **Melissa Anderson**

Blog: Gold: CIO.com for Al Sacco's 'Mobile WorkHorse' blog; **Silver:** Computerworld.com for JR Raphael's "Android Power" blog

Web Feature Article: Gold: for Computerworld's "Age Bias in IT: The Reality Behind the Rumors"
Tam Harbert (contributor), **Tracy Mayor**, **Mari Keefe**, **Sharon Machlis**

Magazine of the Year: Top 10: CIO Magazine

B2B Web Site of the Year: Winner: Computerworld.com, **Honorable Mention:** CIO.com

B2B Web Site of the Year: Top 10: CSOonline.com

How-To Article: Silver: CIO Magazine for "The BYOT Buzz"
Kim Nash, **Christine Celli**, **Lauren Brousell**, **Terri Haas**, **Colleen Barry**

Regular Column, Contributed: Silver: CIO Magazine for "CIO Paradox" column
Martha Heller, **Diane Frank**, **Terri Haas**, **Colleen Barry**

Front Cover, Computer Generated: Bronze (2): Computerworld for "Big Business Takes a Small Bite of Apple" and "When IT Gets to Play"
April Montgomery, Maria Rendon, Michael Gibbs

Opening Page/Spread — Photo: Bronze: Computerworld for "What CFOs Want From IT"
April Montgomery, Euan Myles

Digital Magazine: Silver: Network World eDition
Ryan Francis, **Jami Thompson**

Web Database: Bronze: Computerworld for the 2011 Salary Survey
Ellen Fanning, **Mari Keefe**, **April Montgomery, Trever Cumming**, **Emily Hart**, **Beth Hauck**, Computerworld staff and contributors

Web Microsite/Special Section: Silver: CFOworld.com for "Both Sides Now"

Web News Section: Bronze: Computerworld.com

IDGE brands including Computerworld, CIO and Network World earned another 11 awards in ASPBE's Azbee Northeast Regional awards including three golds, four silvers and four bronzes. ■

Macworld collects three Azbee Awards

IDG Consumer & SMB was also recognized on the Azbee Awards podium:
Opening Page/Spread — Illustration: Silver — Macworld, "Protect Your Privacy," April 2011, **Jason Snell, Rob Schultz, Kate VandenBerghe,** Asaf Hanuka; Bronze — Macworld, "Syncing System," March 2011, **Jason Snell, Rob Schultz, Kate VandenBerghe,** Celyn
How-To Article — Bronze, Macworld, "62 Things You Can Do with Dropbox," August 2011, **Dan Miller**

OneonOne

Wafa Moussavi-Amin
IDC Germany

The managing director of IDC Germany can be reached at wamin@idc.com.

Moussavi-Amin first came to IDC Germany as a student in 1991 and worked there for several years before changing companies. He returned as an analyst in 1997 and was promoted to local consulting director after two years, managing the local consulting and research. He later took on a regional sales role, responsible for consulting sales for one year before becoming sales manager in Germany. He was appointed country manager for Germany and Switzerland in 2002. During his tenure he has also served occasionally as acting conference director and acting consulting director.

Q How are IT companies faring in Germany with the debt crisis in Europe?

A The domestic German market seemed to be robust with a small but solid growth for the past two years, and the IT companies were not so much affected by the weak euro economic area. But now economic indicators have begun to suggest a dwindling of the German domestic market as well.

Nevertheless the highly diversified economy in Germany allows a better management of the slowdown than in most other European countries. Most of the German IT companies are small- and medium-size enterprises, which has helped to create a very innovative environment to face the crisis with a very flexible focus on the most pronounced market trends like cloud computing or the growing mobile data segment.

Q How has the European debt crisis affected IDC Germany's business?

A The euro crisis has a diverse effect on IDC Germany's business. Sales of international and regional research products have become more complex with a lengthened decision and purchasing process. Even so, we have managed to grow the overall business in this segment this year.

The more interesting and even positive impact is on our local products with a focus on the domestic German market. The demand for local information and Go-To-Market products like events, white papers and case studies has increased in the last few years. In the last decade most of the IT companies were investing in the smaller but faster growing European countries. During the course of the euro crisis their focus is now obviously back on the large and stable German market. Furthermore, the crisis has accelerated the development of cloud services with new local companies entering the market with a need for market data and consulting.

Q What kinds of research topics are most important to German clients these days?

A The hot research topics in Germany are similar to the worldwide ones: cloud services, mobility, social business and big data. We can see that in the sales success of our Go-To-Market products related to those topics. While cloud computing has already been a major topic for the past few years, we see an increasing interest for social media and big data analytics. Interestingly, the demand for mobility research surpasses all other topics. We are currently carrying out a multi-client study on this topic, and it is one of our most-sold reports ever.

Q Can you give us an overview of the mobile market in Germany? What are you expectations for the year ahead?

A The German mobile market is the largest in Europe in terms of revenues and subscribers with a mobile penetration higher than 130%. The market is dominated by two providers, Deutsche Telekom and Vodafone, but due to its size there are other providers that are quite successful in the market, such as O2/Telefonica.

The mobile voice business in Germany is under high pressure due to intense competition and new regulatory requirements related to roaming and contract termination rates. In addition, IP-based messaging applications are threatening the text-messaging business, which is the major mobile data revenue stream in the German market. For these reasons operators are investing in data services to maintain their profits. Their main focus at the moment is the roll-out of Long Term Evolution (LTE) services.

Smart phones are driving the mobile handset market with growth rates of 50% and more. The iPhone and Samsung are ruling the market, but other Android devices are increasing their share in the user market.

Another interesting aspect is the increase of the mobile work style of German employees resulting in a growing number of companies adopting mobile business applications. In a European IDC survey, 44% of German respondents have mentioned deploying business applications on mobile devices as a critical strategic issue, the highest number in Western Europe. This result places mobility as a central theme for German organizations in the coming 12 months.

Q While IDC's operations are based in Frankfurt and Munich, do you hold events in other parts of the country?

A Most of our events take place in these two cities and not just because of our office locations. Munich and Frankfurt are two major business hubs in Germany with a diverse industry structure and a large number of end-user companies whose employees are potential attendees for

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IDG business units can save with global DoubleClick contract

IDG business units worldwide can take advantage of a new global contract with DoubleClick that offers deep discounts on its ad serving services. In addition, the contract allows business units to avoid the spending minimums DoubleClick otherwise requires on various services.

The contract, which was signed in March, is good through March 2014, according to IDG VP Technology/CIO **Nancy Newkirk**. The current contract grew out of two longstanding IDG relationships with DoubleClick and some dogged negotiations, Newkirk noted. In early 2009, IDG Germany Director of Ad Management **Edmund Heider** negotiated a contract with DoubleClick on behalf of his business unit and four other IDG business units in Europe. Heider said the substantial cost-savings and enhanced bargaining power resulting from the combined inventories of the five business units "got me thinking about a global contract and its potential benefits for IDG as a whole."

Meanwhile, Newkirk had negotiated a contract on behalf of IDG Enterprise, IDG Consumer & SMB and the IDG TechNetwork several years back. That contract expired in early 2012. "When Edmund first contacted us about a possible global contract, we were somewhat skeptical as we had tried and come up short in that effort previously," Newkirk said. However, with an assist from IDG Global Media Analyst **Kristen Silvi**, "we were able to make the case this time and secure some pretty nice pricing for IDG." For example, by adding the non-U.S. networks, "we saved the U.S. networks about 17% on their ad serving costs," Newkirk said.

Heider said under their former contract, 500 million ad impressions cost US$18,000. Based on the new global contract, 500 million ad impressions now cost $13,550, he said, "a cost reduction of around 25%."

To date, in addition to the U.S. and Germany, IDG business units in the U.K., the Netherlands, Australia, Switzerland and Poland have signed on with DoubleClick.

According to IDG Australia Managing Director **Davy Adams**, "the switchover was completely painless. Nancy and her team shepherded us through the process, and we still have the same support from our local DoubleClick folks, but our costs have dropped by over 60%."

If you are currently using an ad serving service and did not consider DoubleClick due to cost, please contact Nancy Newkirk for more detailed pricing information. ■

> "The switchover was completely painless. Nancy and her team shepherded us through the process, and we still have the same support from our local DoubleClick folks, but our costs have dropped by over 60%."
>
> *Davy Adams,*
> *managing director, IDG Australia*

Deadline for 2013 Photo Calendar Contest less than a month away

2013
Calendar Contest

The 29th annual IDG Employee Photo Calendar Contest is now under way. Don't miss your chance for worldwide fame and (a small) fortune. Prizes of $300, $200 and $150, will be awarded to the top three vote getters. You may submit up to two color or black-and-images. Images must be high-resolution files suitable for publication in a print calendar. Photos may be vertically or horizontally oriented. Please, no panoramic-width photos. Send to world_update@idg.com.

Each entry should include your name, business unit, telephone number and email address. The deadline is Sept. 14.

IDG employees worldwide will select the 12 winning photos by voting online at IDG Central beginning on Sept. 24. Please direct any questions to the IDG World Update editors.

IGS's Briony Rowe parlays events experience for London Olympics gig

Briony Rowe's regular title is events director for IDG Global Solutions, but for seven days during the recent athletic extravaganza in London she was an Olympic Games Maker. Rowe was one of 70,000 volunteers chosen from a pool of 240,000 applicants to assist with making the Summer Games a successful experience for visitors and athletes alike.

Rowe was thrilled when London won the bid for the Olympics seven years ago. "I had worked in the events industry for more than 10 years, and the greatest event of all was coming to my hometown," she said. "I had to be involved!"

Rowe applied to be a Games Maker in 2010. After making the first cut, she had an interview at the Excel Centre — later the venue for many competitions including gymnastics and judo — in which she explained her events experience and what type of work she preferred. "I promptly requested a role that would enable me to interact with the public as much as possible, rather than something too office-based," she said. After passing the interview, she was assigned to the Event Services team at the Copper Box, site of the handball competition and the fencing portion of the modern pentathlon.

Training for the role included watching online video briefings and, in April, a full-day session that addressed crowd control, incident reporting, using radios to communicate onsite and other topics. The volunteers spent another day touring all sections of the venue: spectator seating, field of play, athletes' area, press/media section and staff areas such as the canteen ("very important for those much-needed coffees!"). "The first time I arrived at Olympic Park was incredibly exciting. With just two weeks until the Games opened, it was fascinating to get a sneak preview of everything before the masses arrived," she said.

Rowe's duties varied with each shift and included scanning tickets and directing visitors to their seats, assisting the mobility team to guide guests in wheelchairs or with baby strollers, monitoring VIP areas to check proper accreditation for access and overseeing the area where the press interviewed athletes after the event. "Whatever the role, a key part of being a Games Maker was to make sure everyone had a really enjoyable time," she explained. "I also spent a lot of time taking photographs for people who wanted mementos of themselves at the venue. The team I worked with — much like all the volunteers I met — were very friendly and gave great service to everyone they met. Judging from the feedback on the Games this did not go unnoticed: visitors rated Games Makers a score of 93% for helpfulness."

***Briony Rowe** spent part of her vacation this year preparing for and serving as an Olympics Games Maker.*

Some of Rowe's most memorable moments included watching the different nationalities cheer for their teams (Norwegian supports all had cow bells, "which made a fantastic noise") and visits by President of France Francois Hollande, followed shortly by U.K. Prime Minister David Cameron. Kate Middleton, the Duchess of Cambridge, stopped by to watch Great Britain's women's handball team play their last game and spent time talking with them afterward. "I was standing near her car as she came out to leave, and I was looking forward to getting the perfect picture when at the last minute she and her entourage changed routes and decided to walk to the next venue instead. At least I came close!"

Write to Briony Rowe. ■

noteworthypeople

New employees

IDG WORLD UPDATE

Rosoff

IDG Enterprise has hired **Matt Rosoff** as editorial director of its CITEworld.com resource. He was previously editorial director of Business Insider Intelligence, West Coast. He holds a B.A. in English literature from Williams College in Williamstown, Mass., and enjoys music and hiking. mrosoff@citeworld.com

Previously a digital web/SEO specialist with American Hotel & Lodging Educational Institute, **Richard Hein** joins **CIO.com** as a senior writer. Away from the office he enjoys mixed martial arts, boxing, cooking and playing the guitar. rhein@cxo.com

IDG WORLD UPDATE

Dunn

New at **IDG TechNetwork**'s San Francisco office is Account Director **Amy Dunn**. Most recently sales director with Kayak.com, she holds a B.A. in business administration from Furman University in Greenville, S.C., and enjoys running, boating and volleyball. amy_dunn@idgtechnet.com

Priscilla Heng has been hired by **IDC Singapore** as manager, Integrated Marketing Services; she will be editing, writing and working with analysts to produce content and digital assets for clients. She was previously an editor at a global hospitality consulting and services firm and has also worked in graphic design and publishing. She earned a B.A. in English literature and European studies from the National University of Singapore and enjoys reading, concerts, swimming and trying new cuisines. pheng@idc.com

Anderson

Also new at **IDC Singapore** is Associate Vice President, Telecoms **Charles Reed Anderson**, responsible for leading IDC's telecom research, strategy and content portfolio, working closely with his regional and country teams. He has more than 20 years experience in telecommunications and emerging technologies, having worked for Vodafone, O2/Telefonica and BT Global Services. He holds a B.S. in finance and economics from Northern Illinois University in DeKalb, Ill., and an MBA from the Netherlands' Rotterdam School of Management. In his free time he enjoys cycling, hiking, wine and restaurants. cranderson@idc.com

Send information about promotions, new hires, transfers and returning employees to world_update@idg.com.

One on one

continued from page 3

conferences. For industry-specific events we use other cities and areas that have a much more uniform industry structure like Berlin with government, Stuttgart with automotive or Hamburg with media.

Q To what extent do you collaborate with IDG Germany?

A Besides sharing the same building in Munich we work together on different projects. One of the key projects is a yearly online survey of IT users in Germany with Computerwoche. The results are published at the CeBIT edition in March and used for a joint report called IT-Kompass. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Kim Pennett *IDG Enterprise*

26
David Hill *IDG Int'l Publishing Services*

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Nancy Sheehan de Lopez *IDG*
Mike Malone *IDG*

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Brad Christenson *IDC*

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Sven-Erik Remmare *IDG Sweden*

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Nancy Newkirk *IDG*

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Ola Fors *IDG Sweden*

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Danielle Levitas *IDC*
Jodie Naze *Computerworld*
Stefan Bohlin *IDG Sweden*

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Michael Cousins *IDC*

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Elzbieta Jezierska *IDG Poland*
Mariusz Mierzejewski *IDG Poland*
Marie Sörberg *IDG Sweden*

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Cushing Anderson *IDC*
Stéphane Krawczyk *IDC France*
Fredrik Claesson *IDG Sweden*

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Charles Kolodgy *IDC*
Jami Thompson *IDG Enterprise*
Mikolaj Wilczynski *IDG Poland*

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Phillippe Hochmuth *IDC*

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Roz Burke *CXO Media*

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Nigel Wallis *IDC Canada*
Atsushi Ohno *IDC Japan*

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Amita Potnis *IDC*
Szymon Augustyniak *IDG Poland*
Ankoo Batra *IT World Canada*

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Elizabeth Conner *IDC*
John Grady *IDC*
Lynne Dunbrack *IDC*
Laura DuBois *IDC*
Kathleen Hobin *IDG*

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Paul Trotter *IDG U.K.*
Wayne Yii *IDG Enterprise*
Carol Venezia *IDG Strategic Marketing Services*
Thomas Effersøe *IDG Denmark*
Joel Westerholm *IDG Sweden*
Rini Wickberg *IDG Sweden*

5
Zina Ashkouri *IDC*
Takashi Manabe *IDC Japan*
Agata Peilech *IDG Poland*

3
Richard Plant *IDG U.K.*
Dayna Klein *IDG Enterprise*
Alle Perry *IDG Enterprise*

2
Charles Stevenson *IDG U.K.*
Joao Felizardo *IDG U.K.*
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Mateusz Galecki *IDG Poland*
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Christer Björkin *IDG Sweden*

Writing Workshop: Faint praise

IDG Consumer & SMB Senior Copy Write **Steven Gray** authors the Writing Workshop blog on IDG Central. Check out his latest series on avoiding words that are so weak as to be nearly unrecognizable as praise. Here's a sample:

Example: The difference is not astounding, but it's noticeable.

By beginning with a statement of what the difference is not, the author causes the subsequent statement of what the difference actually is to pale in comparison. Take away the distracting negative, and you're left with a fairer assessment of the difference.

Better: The difference is modest but noticeable.

unsunghero

Sandra Holleber

Sales Director
IDG Germany

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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Sandra Holleber *IDG Germany*
Wafa Moussavi-Amin *IDC Germany*
Nancy Newkirk IDG
Briony Rowe *IDG Global Solutions*
Sebastian Woerle *IDG Germany*

*IDG Germany Associate Publisher and VP, Sales **Sebastian Woerle** named Sales Director **Sandra Holleber** his group's Unsung Hero, saying she has "a tremendous track record with some of our most important clients; she never forgets to use an innovative, integrated online approach; her management of hospitality programs for international and local clients and IDG Global Solutions colleagues is remarkable; and the cakes and brownies she bakes for colleagues are legendary."*

Name Sandra Holleber

Home Munich, Germany

Current title Sales director. I joined IDG as a client and project manager for TecChannel.de, then became a sales manager. After five years I relocated to CIO and Computerwoche before a restructure gave me the chance to work for all of IDG Germany's business brands.

Primary job responsibilities I develop projects with three big software clients and their agencies for all of our business brands and, if it comes to it, for all IDG Germany brands. I am team leader of the software and services team and try my best to motivate and support my six team members.

Three things I do in a day´s work
- I'm in contact with marketing and product managers and their agencies to find new opportunities to collaborate on.
- As team leader I support our VP Sales Sebastian Woerle, answer questions from any colleague about our business and help out wherever and whenever needed.
- I am in close contact with the TecChannel editors to adjust market topics and options for sales opportunities.

What I love most about my job It is never boring. Clients, agencies, colleagues and the market bring up many challenges, and I can use my creativity and experience to find solutions for our clients that are good business for IDG.

***Sandra Holleber** joined IDG Germany in 2003.*

Latest accomplishment Winning the Best Practice Award 2011 for the Microsoft project "The Beauty of the Web," which included all IDG Germany brands on a special HTML5 project for the launch of Internet Explorer 9.

Hot button issue I'm dealing with on the job Making sure one of our biggest software clients includes our content, lead generation and social media solutions in its fiscal year planning, which, if it does, will inevitably lead me to being happy and busy 24/7.

What I'm doing to be a better employee I try to be observant and seek inspiration, experience and knowledge that I can happily share with my colleagues.

Interests outside the office With my hiking shoes and a good book, I enjoy the silence of the beautiful mountains near Munich — or anywhere in the world — followed by a swim or a good dinner.

What others can´t tell just by looking at me After a long day at work I find great pleasure in baking, which also benefits my colleagues. Sometimes it's even bribery to get people to go an extra step. ■

IDG World Update

EMPLOYEE NEWS AND INFORMATION

3 SEPTEMBER 2012 | VOLUME 42, NUMBER 31 | WWW.IDGCENTRAL.COM

LIMA BEAN HARVESTER, PRETZEL PURVEYOR, GARDENER, MAIL SORTER...SEE WHO DID WHAT

Special issue

From the backroom to the boardroom

In honor of the U.S. Labor Day holiday, IDG World Update asked business unit leaders around the world to share the tales of their earliest efforts to earn a paycheck. Read on to learn more about the humble beginnings of some of the company's top managers.

Gone to the dogs

My first job was mowing the neighbor's lawn. That sounds easy enough except we lived out in the country and the neighbor had three acres of grass that grew like crazy underneath the blazing Australian sun. And it was crawling with snakes. But the real problem wasn't the scale of the lawn, the snakes or the heat of the sun, it was the neighbor's pack of red setters that patrolled the property like a band of ginger thugs. The dogs were not at all happy about some teenager pushing a noisy lawnmower through their territory and would sneak up behind me and bite me as I worked. I complained to the owner about the biting, and she flat out told me that I was mistaken and I hadn't been bitten. I didn't quit. Ultimately I needed the $25-a-month job more than I feared the sneaky teeth of those dogs. In hindsight there's probably some parallels there with my later career in media sales.

— ***Davy Adams***, *managing director, IDG Australia*

Radiohead

My first job was in the media business as a paperboy at age 12. But very soon I found out that of other parts of the media sector might be more fun, since delivering with papers in a country where in rains 300 days a year isn't all that exciting. So I started my own mobile discotheque when I was 13; my parents drove me

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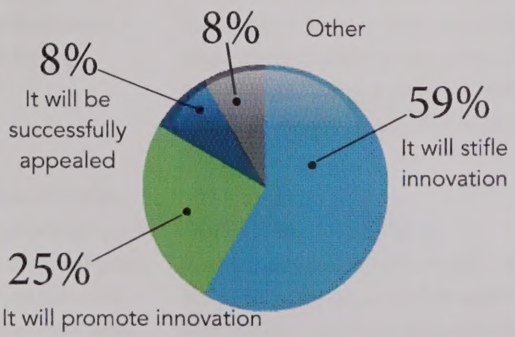
Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central is a great way to share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Show your colleagues who's visiting your office, who's on the softball team or which department has the most spirit! Send the photo with a short description to idgcentral@idg.com.

Question of the week results

What do you think about the Apple vs. Samsung verdict?



Log on to www.idgcentral.com to vote on this week's question:

According to IDC, which country will soon overtake the U.S. as the largest smartphone market?

CLICK HERE

2012
Employee Calendar
IDG

Less than two weeks to enter the photo calendar contest!

Don't miss out on your chance for worldwide fame and a (small) fortune! Submit your photos for the 2013 IDG employee photo calendar now! First, second and third place winners (as voted on by colleagues around the world) will receive $300, $200 and $150 respectively. See IDG Central for complete entry rules.

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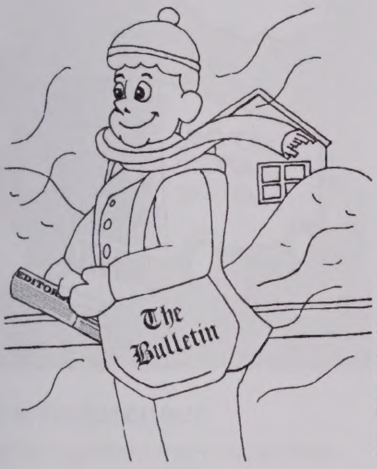
First jobs

around to parties at local schools and other locations. And that was fun! Soon after that I was a DJ with my own radio show. The radio station had trouble selling airtime, so I also helped with that — at age 15 — and then my path in media was inevitable. My first job after business school was at a daily paper, where the manager remembered me from the radio station and was sure that I could sell like hell.

— ***Soren Queitsch**, managing director, IDG Denmark*

Cold calls



KATHLEEN KEOUGH

My first job, fortuitously, was in the information business. It occurred during a bitter cold winter in Philadelphia when the newspaper delivery boy in my neighborhood quit because the snow was too deep. Although one was supposed to be 10 years old to qualify, I looked big for my age, and I was offered the job when I was eight years old. I jumped at it and learned a lot about how people looked forward to being informed, and the importance of maintaining an optimistic "keep going" attitude . . . in my case, because my feet might freeze if I stopped moving. And, because I had to buy the newspapers in advance and collect for them later, I learned a lot about the importance of cash flow!

— ***Pat McGovern**, chairman, IDG*

Garden variety work

My working life started very early, when I was 14 years old and a passionate windsurfer. Since windsurfing is not a cheap hobby, my parents sponsored my very first basic equipment. For all the additional things I needed, and spending money, my father offered to let me work with him. As he was a self-employed gardener with a fantastic client portfolio, there was a lot to do: mow lawns, remove weeds from gardens, cut hedges, clean up gardens, plant small trees and so on. I worked every holiday for a minimum of one week, when I wanted to buy a new surfboard I had to work for at least two weeks. My father was probably the most demanding boss I have had in my entire career. I was not allowed to rest when I was tired, and he did not accept when I wanted to give up. Later, when I was 20 years old, he woke me up bright and early and argued that everyone who is able to go to bed late at night should be able to wake up early in the morning as well. He had no mercy. Most important: I still love to work in my garden, and although it was a tough time my dad taught me many things that are important—for both gardens and life.

— ***Michael Hermann**, country manager, IDG Switzerland*

Just say no to General Tso

My first paying summer job in Canada was taking orders for home delivery at our local Chinese restaurant. I had just entered 10th grade, and my mother's criterion, being maternally protective, was that she could walk to where I was working, and I could walk to and from home to go to work. I was extremely excited about the opportunity, as I adored Chinese food and tended to waste a large portion of my allowance in such consumption. This was a cuisine that was not available in my younger years when living in Australia. But after the first week I began to hate the look and smell of this cuisine; a bad omen for what I had earlier mistaken as great negotiation with the owner. Simply put, part of my pay was free access to food. I lasted four grueling weeks. The aftermath of such a negotiation is that until entering university I refused to frequent any establishment that served my once-favorite Chinese cuisine. Lesson learned: Always take the cash over value-add.

— ***Fawn Annan**, president & group publisher, IT World Canada*

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>
> *Fawn Annan, IT World Canada*

No guts, no glory

In the summer before college I moved out of London and lived on an old unused mink farm in deepest Norfolk. The only prospect of earning any decent money was at the local chicken factory. Being a student and from the city meant that you didn't exactly get to the top of the list for the best jobs. So the only opening was as a cleaner of the chicken de-feathering and

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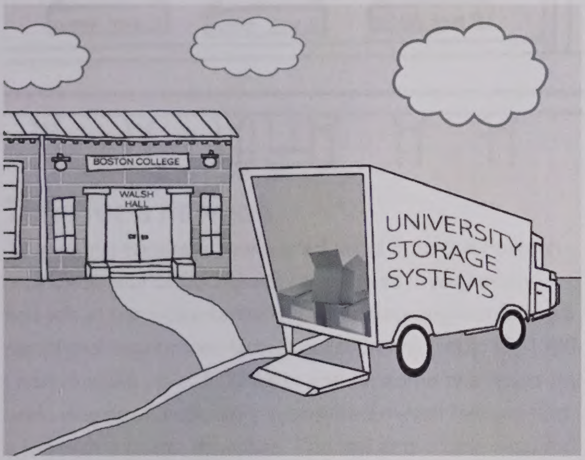
First jobs

gutting machines. The job was at night and involved a six-mile cycle to the factory. It was not a very pleasant job but after a few weeks I got 'promoted' to working in the freezer store room, loading heavy boxes of frozen chickens all night long through a hatch door on to the big lorries — all at minus 5 degrees... but a promotion is a promotion and I thought I had really made it!
— ***Kit Gould***, *managing director, IDG U.K.*



KATHLEEN KEOUGH

The accidental entrepreneur

I attended Boston University where many out-of-state students, including me, went home for the summer. At the end of my sophomore year, I decided that I did not want to bring my belongings all the way home only to bring the same stuff back in the fall. However, I could not afford to rent a storage room for three months, so I put up a flyer on campus to see if others might want to store their stuff along with mine and share the cost. I got over 100 responses and ended up turning a huge and unexpected profit! The next year, along with a college buddy, I turned this summer storage idea into a real business, which we called "University Storage Systems." By the third year of operation, we stored thousands of boxes and trunks from students in the Boston area college market in a giant warehouse in Cambridge. We sold the business to a local moving company when I graduated and by that time, several competitors had come into the market to mimic our idea. To this day, I often drive through the BU campus to see the many storage companies that still compete for the business that we started with one flyer. It always puts a smile on my face.
— ***Bob Carrigan***, *CEO, IDG Communications, Inc.*

Let them eat fish

I started my professional career in 1982 at a construction site where workers were digging a tunnel through mountains on Japan's Shikoku Island. The assignment was part of on-the-job training for new university graduates. Since I had not majored in civil engineering or architecture, my main duties were to clean up the office in the morning, organize "safety first" morning meetings, plan a river fishing expedition in the afternoon for the head of the construction site and myself, and prepare dinner for my superiors (sometimes using the fish we caught!). I also had to organize several weekend outings for the staff. As the construction site was in the middle of nowhere (it took more than an hour to go to the nearest town by car) there wasn't much to do. Although I did not learn anything about construction or tunnels, I learned a lot about how to organize a variety of events and keep busy.
— ***Yuji Takei***, *managing director, IDG Japan*

Mail call!

During January breaks in college, I worked at Reader's Digest opening and sorting the sweepstakes mail. There were probably 50 of us doing that every shift 24/7. The room was large, with tables set up in rows and everyone facing forward. There was a table at the front of the room with two supervisors facing us. When I started, I got about two minutes of training on the best technique for opening and sorting and then got to work. The rookies started at the back row and worked their way to the front row based on the volume of mail opened hourly. The back row was near the door and near the machines that sliced open the envelopes, so it was noisy and you were breathing paper dust all day. The front row was quiet and you had access to the hard candies, lotions and other treats on the supervisors' table. By the middle of my second week, I was sitting at the front table. A few of the workers complained that I moved forward so quickly because I wasn't opening and sorting properly. I demonstrated my technique and they adopted some of the things I was doing for the new-hire training. A proud moment for a 20-year-old.
— ***Nancy Newkirk***, *VP of technology, CIO, IDG*

> I got 'promoted' to working in the freezer store room, loading heavy boxes of frozen chickens all night long through a hatch door on to the big lorries — all at minus 5 degrees... but a promotion is a promotion and I thought I had really made it!
> — *Kit Gould, IDG U.K.*

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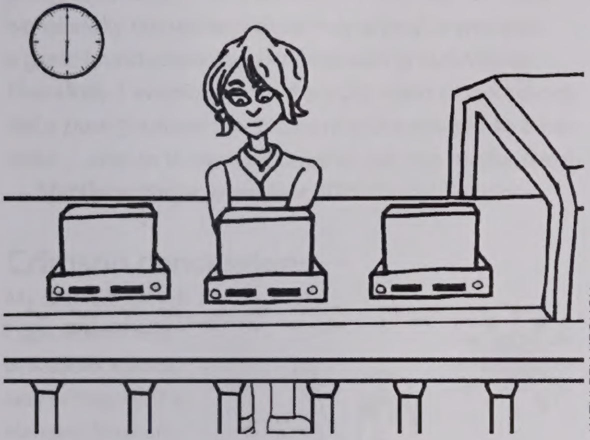
First jobs



KATHLEEN KEOUGH

Time for a new job

As a young engineer newly graduated from the Politechnica University of Bucharest, I presented myself at my first job at the video terminal production department at a peripheral equipment factory at 6:00 a.m., Sept. 15, 1980. I had to wake up at 5:00 a.m., and for some two hours my brain was not functioning. I promised myself I would find a job with a better schedule. The law at the time required us to work for three years wherever we were placed after graduation. If we quit before that, we were supposed to pay a huge amount of money as penalty.

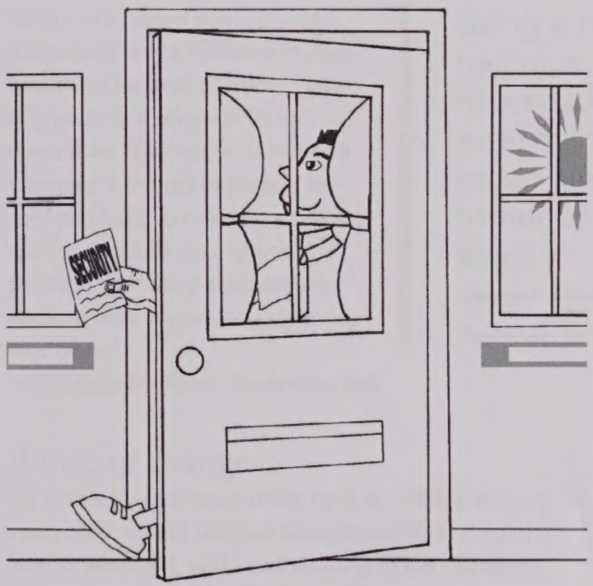
So, in my second year I started contributing to Science & Technology magazine and, after three years at the factory, I officially started my science journalism career. I wonder sometimes what might have happened if the factory job started at 9:00 a.m. Maybe the engineering community in Romania would still have me as an active member! Or maybe not; passion is passion. And something else I learned at the factory: I hated the punch cards for the time clocks we used to check in at the entrance. I decided when I started my own business 20 years ago to not impose penalties for those getting to the office late by a few minutes, but to impose penalties for delaying the professional tasks. This philosophy is still working well. People are paid for what they are doing and creating, not for the number of hours they spend sitting on a chair in front of the computer.

— ***Mihaela Goradcov****, general manager, Communications Publishing Group (Romania)*

Write away

The final exam for my master's degree was writing a paper on research that I had done with a software company. Although the research was very interesting and fun to do, writing this final paper was not. So I started working two-and-a-half days per week as a consultant in the transport industry where I gave advice on quality assurance, work processes, price calculations and environmental issues. Great fun and of course — after an indigent time as a university student — the money and company car were very welcome, too. So much so that after two months I started working full time. Needless to say, finalizing the paper shifted lower and lower on my priority list. Finally after two years, and a bawling out by my dad, I finished the paper and therewith got my master's degree in business administration. By that time, I had found out that working as a consultant is a very lonely job, and that just wasn't my cup of tea. So when the French software company where I did my research asked me to help build their Dutch branch, I immediately said yes!

— ***Lennard Hoogenraad****, managing director, IDG Netherlands*



KATHLEEN KEOUGH

A foot in the door

My first real job was between high school and college. I did not know if I wanted to go to college, and so I spent 18 months selling security solutions door-to-door to homeowners and businesses. I did this in southern Spain where the temperatures in the summer would hit 100 degrees. Basically, I would drive to a development, park the car and walk, knocking on every door I came to. The trick was to put your foot between the door and the frame before the owner could close it! I was actually

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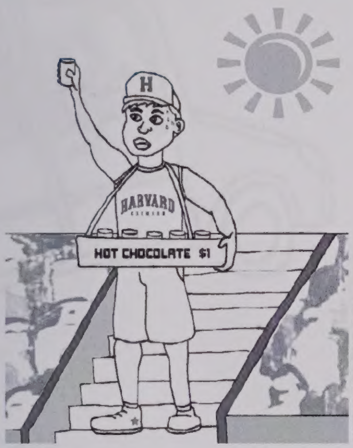
pretty successful … and walking in that weather I was wonderfully tanned and extremely skinny! It was also a great introduction to hard-core selling techniques. Thankfully, I eventually saw the light, went to law school, did a post-graduate law program and emerged as a barrister … only to throw it all away to get into media sales!
— ***Matthew Yorke****, president, IDG Global Solutions*

Crimson concessions

My first job, which I got when I was in middle school, was selling stuff at Harvard Stadium during the Harvard football games. Since I was the rookie, and the youngest person among the vendors, I sold hot chocolate in September when the temperature was 90 degrees and ice-cold Coke in November when the temperature was in the 20s. The next year I moved up to hawking programs, which sold for $1.00, and you made 10 cents per program. During one game a person gave me 10 dollars by mistake and ran away before I could give him change so I made $9.10 on that sale. As I grew up, I also worked at a car wash, a bakery and a deli before joining IDG in the mailroom, when I was 17 — a very wise decision!
— ***Ted Bloom****, treasurer and CFO*



KATHLEEN KEOUGH

Radio days

My first part-time job was at a local radio station in Madrid, Radio Sensación, during my second year of journalism studies at university. Those days were a lot of fun! I had to do the sports news broadcast and interview players after basketball or soccer games. Also I had my Press card like in the old movies, which wasn't useful for too much, but it was cool to have.

A funny note regarding that job is that here nobody knows very much about American football, and I had to cover a very small American football league based in Spain. Since nobody understood the rules of the games I had to explain on the radio the rules and the formations. I did not know very much about that, either, and as there was no Internet at that time, I used a John Madden Football videogame instructions to explain the formations, like 4-3; pro set, etc. I also recorded voice-overs for commercials. Now almost 20 years later I can repeat some of those ads and jingles. We were young, and with some commercials we giggled and laughed so much we had to try sometimes 30 times before we got a perfect one. (Since when is it funny to record a take-out paella company's advertisement?!) I didn't get paid anything except transportation costs, but I wanted to get experience and the mass communications media was very exciting.
— ***Manuel Pastor****, country manager, IDG Spain*

Trial and error

I tried all sorts of things in the years before and after university, including being a butcher's helper, a hawker of handmade trinkets, a seller in a newspaper kiosk and owner of a record store. I ruined things and made mistakes multiple times and learned all about "getting back to the basics" more times than I can count. In the end, I learned the most important lesson: you have to build up a trusted relationship with your client. Because not losing customers (or readers) is as important as gaining new ones.
— ***Alessandro Ferri****, PlayMedia, Italy*

> I tried all sorts of things in the years before and after university, including being a butcher's helper, a hawker of handmade trinkets, a seller in a newspaper kiosk and owner of a record store.
>
> *Alessandro Ferri, PlayMedia, Italy*

Winds of change

My first job experience dates back to 1985, just a few years after martial law had been repealed in Poland. I was 15 years old, and I was working in the raspberry fields, picking and selling the fruit in order to buy my first electric guitar. It was not hard, but very boring, and I was really happy that after two months I was able to acquire a copy of a Gibson guitar produced in the U.S.S.R.

My professional career started seven years later but in a completely different world. The U.S.S.R. didn't exist any more, and all the post-communist countries faced tremendous political and economic changes. I joined a consulting company that helped international corporations start and develop their business in Poland and Eastern Europe. It was not easy, as I was still a full-time

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student at Warsaw University of Technology. However, it was a great adventure, being a part of a small team working for top global brands like Amoco, Airtouch (Verizon), ICL, Heinz, AIG, PepsiCo and many more. I was really lucky that the winds of change had blown exactly at that time.
— ***Piotr Wtulich**, country manager, IDG Poland*

KATHLEEN KEOUGH

Purveyor of pretzels

My very first job as a young teenager was working at my family's camp, which was called Twin Oaks Day Camp. It was an old farm that was turned into a camp, so I spent my summers painting barns, mowing fields, building horse stables, cleaning bathrooms, washing dishes and repairing tons of odd things. When I went to college, I actually started a soft-pretzel distribution business where I would go to Philadelphia every morning and then drive hundreds of pretzels back to University of Delaware and distribute them to the bars so patrons had something to eat while consuming their beverage of choice. Both were great experiences that I remember with fondness.
— ***Michael Friedenberg**, president & CEO, IDG Enterprise*

Spec job

I spent my first summer job as a technical editor at GML Corp., a tiny Lexington, Mass., research company that published looseleaf directories of all the computers and peripherals in the world. Among GML's clients were IDC and Computerworld. I learned about computer technology by transcribing vendor spec sheets and entering data onto an Entrex minicomputer. I transcribed 4,000 spec sheets during one summer break. I stuffed at least that many envelopes during another summer at GML learning the basics of directory circulation marketing. It was while working at GML that I first met Pat McGovern — I was a paid guest at the 1977 IDC briefing session!
— ***Pat Kenealy**, managing director, IDG Ventures U.S.*

Routes of his success

My very first working experience was actually in the newspaper trade. At the age of 9, I was a newspaper delivery boy in the community where I grew up. I had to get up at 3 o'clock in the morning to deliver "Aftenposten" — our biggest twice-daily newspaper — then I went to bed for three hours and of course I had to attend class at 8:00 a.m. After school, I followed the same route as during the morning, and finished around 5:00 p.m. I kept this job for three years, and I felt like a money-making machine. Funny to think that I am still in the same business.
— ***Morten Hansen**, managing director, IDG Norway*

Beating the heat

In the summer of 1969 I was 16 years old and living in California's Central Valley, where the average daily temperature was 105 to 115 degrees Fahrenheit, when I got a job as a driver on a lima bean harvester. For those of you who haven't had the pleasure, a lima bean harvester is a very large moving contraption with conveyer belts and machinery flying in all directions as it consumes the plants in its path and ends up with a bin of beans. It was an incredibly hot, dusty and dull job. The next summer I made a career change and became a lifeguard at the local pool. Same temperature but unlimited free ice cream and swimming.
— ***Kirk Campbell**, president & CEO, IDC*

Eventful opportunity

My first job after university was with Business India Exhibitions, the exposition arm of a media group in India. Since it was a small firm, I got exposure to the events business up-close, and it set me on a path of no return. From selling new concepts and striking alliances to the more down-and-dirty operations including sticking labels on invitations or getting power in the booths, I was involved in almost every aspect. It taught me the importance of small details and how success across just four days was a result of doing everything right all year. The thrill of the show day was the ultimate kick and one that set me up wanting more — for the next 18 years and counting.
— ***Louis D'Mello**, managing director, IDG Media Private (India)*

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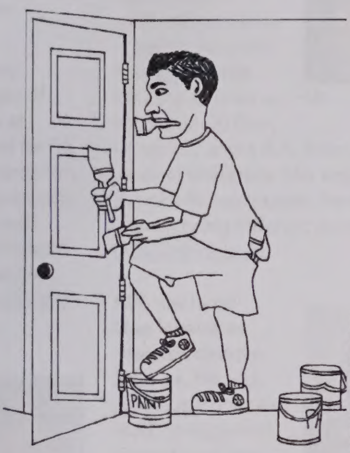
First jobs

Competitive house painting

Growing up in the suburbs of Chicago my first work was for neighbors — mowing lawns, pulling weeds and shoveling snow. We did this free of charge at home, but older folks without kids were happy to pay! Many neighborhood kids and few old folks meant you needed to hustle for those jobs.



KATHLEEN KEOUGH

One job my parents were willing to pay for was painting the house. My brother, sisters and I had to compete for the chance to paint different sections. Each section needed to be completed to the satisfaction of my parents before moving onto the next. Sibling rivalry and the intense desire for a new bike drove me to a frenzy of activity. I ended up painting over 75% of the house and earning enough to buy the sweetest 10-speed a 13-year-old could ever imagine. Whether developed or discovered during those early jobs, that sense of competitive urgency has never left me.

— ***Mike Kisseberth**, president & CEO, IDG Consumer & SMB*

Priming the pump

In 1973 I spent the summer working at a children's camp run by my future father-in-law. Among the least glamorous of my responsibilities was pumping out the chemical toilets. We had a big holding tank mounted on the back of a jeep with a hand pump attached. We drove around the campground to each toilet, opened it up, stuck a big hose in and pumped away. Dubbed the pit crew, we wore coveralls, gloves, etc. Clothespins on the nose were optional. When we finished, everything we were wearing went right into an industrial-strength washing machine, and we scrubbed down with soap and shampoo strong enough to dissolve…well, never mind. After pumping that stuff, it was never a problem to pump out enough copy to fill a newspaper, magazine, newsletter or anything else!

— ***David Hill**, president & CEO, IDG International Publishing Services*

Predicting success

Having spent three years studying economics I decided that my last summer in college should be focused on getting a serious summer job to put on my resume. Business analyst at Gateway 2000 at its EMEA headquarters certainly sounded right, and after hounding the HR guy the position was mine for a modest summer salary. I started in the call center in Dublin in the Tech Support Department, and it seemed my sole role was to make Tech Support look better every week in some statistic or other over Sales, Customer Services and Operations. It did not matter what stats I used as long as the chart read "Tech Support wins." Two weeks of doing this, and the job was complete most days by 11 a.m. So out of boredom, I began wondering how many times a day the phone rang on the Tech Support floor (from customers). I had the stats; I asked for more data and built a model on 16 weeks of data and started predicting daily. About three weeks of this and the VP of Tech Support was hauling me in demanding to know what I was up to because he was getting expense reports from the data output group. When I explained the model, he marched me to the CEO. I thought it was curtains on my IT career. The only thing that saved me was the accuracy of my predictions — it caught me by surprise, too — less than 1% off. Bottom line: two months before graduation they offered me the post of senior forecaster for Europe.

> When I explained the model, he marched me to the CEO. I thought it was curtains on my IT career.
>
> *John P. O'Malley CEO, IDG Connect/IDG List Services/IDG Direct*

— ***John P. O'Malley**, CEO, IDG Connect/IDG List Services/IDG Direct*

Smoke screen

I was a student and my money had almost run out. To survive, I volunteered to participate in an experiment conducted by the college's medical department. The experiment was designed to gauge the impact of smoking on men's fertility. The pay was decent, and I figured this would be a great amount to earn every day and no need to work weekends. I was very disappointed when they told me they needed my help only one time. Although I can't tell you the outcome of the experiment, I do have two kids and am a passionate non-smoker!

— ***York von Heimburg**, president & CEO, IDG Germany*

TV time out

During my years at the University for Electronic Engineering I had to find a job to help defray my expenses. I

continued on page 8

noteworthypeople

New employees

Phillips

PCWorld's new editor-in-chief is **Jon Phillips**. He was previously editor of Wired.com's Gadget Lab section, where he delivered record traffic in his final month. Before joining Wired.com he was editorial director of Maximum PC and MaclLife at Future US, where he worked for 16 years. He holds a B.A. in journalism from San Francisco State University and enjoys "spending as much time as possible with my girlfriend, Border Collie and sports car (yes, in that particular order)." jphillips@pcworld.com

Yeo

IDC Singapore has hired **Michael Yeo** as a market analyst for its Financial Insights group. Most recently with Leo Burnett in Malaysia where he handled marketing research and strategy, he has also worked for KPMG, Shell and Ernst and Young. A graduate of the U.K.'s University of Reading with a degree in accounting and economics, he enjoys martial arts, gadgets and stock trading. myeo@idc.com

Lin

New at **IDC China**'s Beijing office with 10 years of experience in professional media is Senior Account Manager **Linda Lin**. She earned an MBA from Xi Dian University and a B.A. from Hunan Normal University. She enjoys science-fiction movies, travel and experiencing different cultures. lindalin@idc.com

Iacono

IDC has hired **Dan Iacono** as research director, Storage. He was previously practice lead, Storage with GlassHouse Technologies and holds a B.A. in telecommunications from Penn State University and an MBA from La Salle University in Philadelphia. He enjoys road cycling, running, cooking and travel ("I've been to all seven continents.") diacono@idc.com

continued from page 7

First jobs

learned about television repair and got an excellent job as an on-call TV repairman. I worked from 6:30 p.m. to 11 p.m. or as long as the TV transmitter was online. I began in 1964 during the Tokyo Olympics and hung up my tool belt in 1968, one year before my graduation.

*— **Istvan Biro**, managing director, IDG Hungary*

Dead beat

Just eight months after beginning my studies in engineering sciences at the University of Campinas, had a change of heart and decided to switch my career to journalism. It was a shock to my parents (especially my infuriated dad), so I found myself with great expectations and no more financial help from my father. So I took a job as field researcher working for a group of medical school professors who were developing a psychological study focusing on how families deal with grief over the death of a relative. My job was to interview that families and let them talk about death, disease and other "easy things" of life. Probably goes without saying that after three months of working and dealing with very emotional interviews every day, I was acting like that boy from the movie "The Sixth Sense" ("I see dead people") and almost had a nervous breakdown.

Lucky for me, a friend came to my rescue and offered me more pleasant work as an assistant secretary at an English school. One year later, I landed an internship at IDG Brazil and then my life as journalist began.

*— **Silvia Bassi**, president & publisher, Now!Digital Business, Ltd. (Brazil)* ■

IDG Sweden schools its staff on "the digital scene"

More than 130 IDG Sweden employees went back to school last month as part of the business unit's IDG Campus. Now in its fourth year, the two-day program offered employees 26 30- or 90-minute seminars, workshops and presentations led largely by in-house experts. The emphasis of this year's IDG Campus was "the digital scene," said IDG Sweden Chief Marketing Officer **Martin Fältström**, with topics such as mobile and SMS strategies, how to craft effective e-mails, improving one's smartphone skills, making great web TV and how to comment on comments in social media. "We also had seminars on mindfulness and how to be a better listener," Fältström said. "There was something for everyone." For more information, go to http://idg.se/campus or contact Fältström at martin.faltstrom@idg.se.

*IDG Sweden CEO **Christer Björkin** (lower left) welcomes employees to the first day of IDG Campus.the Campus.*

*Sales Director **Björn Lorentzi** spoke on the importance of following up with IDG Sweden's customers.*

*Events/Network Project Manager **Hillevi Billinger** (left) and HR Manager **Jessica Nilsson**, both of whom helped organize IDG Campus, take a lunch break.*

In memoriam: Alex Motsenigos

***Alex Motsenigos** (second from left) his wife Nilanthi Motsenigos (far left) and son Nikolas enjoyed a backyard dinner party recently with other members of the Global Services Markets and Trends team, including (back row, third from left): **Lisa Nagamine**, research manager; **Rebecca Segal** and her wife Valerie Shulock; and Alice Little and **Gard Little**, research director, IT Consulting and System Integration. Front row (l-r): **Chad Huston**, senior analyst, and his fiancee Lisa Bachman; and **Xiao-Fei Zhang**, research manager.*

The IDC community is mourning the loss of **Alexander Motsenigos**, who died on Aug. 24 when the bicycle he was riding on a street in Wellesley, Mass., where he lived, was struck by a vehicle.

Motsenigos joined IDC in December 2000 and was program vice president of IDC's Global Services Markets and Trends program at the time of his death. During his tenure, he launched and built the Worldwide Services Contracts database into the largest and richest information repository of IT and business services data in the world.

"Alex had the imagination to envision a worldwide product with researchers around the world capturing information on transactions in the services business. And he had the operational skill to move from vision to execution, coordinating and interacting with researchers around the world who worked on the product to make this possible," noted **Henry Morris**, senior VP, Worldwide Software and Services. "We will remember Alex for his intellectual curiosity and passion for his high-quality work at IDC. He was a highly talented researcher and a wonderful colleague with a warm, engaging personality."

"With his trademark grin, Alex was incredibly warm, sensitive and kind," noted his manager, **Rebecca Segal**, VP, Global Services Markets and Trends. "But he was also a true entrepreneur, highly competitive and unbelievably hard working. During his career at IDC, he built a large and highly profitable business by focusing on client needs, efficient business processes and the strictest quality standards. He was a mentor to many and a teacher to all. We will all feel his absence deeply on both a professional and personal level."

Motsenigos received numerous research and product quality awards while at IDC, including, in 2008, IDC's highest research honor, the James Peacock Memorial Award for professional excellence in market research.

Motsenigos was born in Greece and came to the U.S. in 1986. He was an avid sportsman and had completed three triathlons in the past year. He leaves behind his wife of 10 years, Nilanthi, and their 6-year-old son Nikolas.

IDC is honoring the memory of Motsenigos in several ways, noted IDC President and CEO **Kirk Campbell**. Friday, Aug. 31, was an official day of mourning with all U.S. IDC offices closed for the day. The Oak Conference Room on the ground floor of 5 Speen Street will be renamed the Motsenigos Conference Room. "This is a very appropriate conference room to name after Alex since he was often seen working and meeting with clients in this particular room," Campbell said.

In addition, IDC announced the creation of a new annual award for IDC employees called the Alex Motsenigos Award for Outstanding Innovation. "We believe that this particular award is an excellent way to honor Alex's memory and accomplishments," Campbell said. "Alex had the passion and persistence to launch an entirely new business at IDC and built it into a global business that became the industry standard. Alex always displayed a complete commitment to excellence in his work and was a joy to work with." The first winner of the Alex Motsenigos Award for Outstanding Innovation will be named in early 2013.

> "Alex always displayed a complete commitment to excellence in his work and was a joy to work with."
>
> *Kirk Campbell, president & CEO, IDC*

The Motsenigos family has established an education fund for Alex's son, Nikolas. Anyone wishing to make a contribution can mail a check to:

Nikolas Motsenigos Education Fund
P.O. Box 81082
Wellesley, MA 02481

Or donate online at PayPal using the email address: nikolaseducationfund@gmail.com. IDC will match all IDC employees' contributions. ■

unsunghero

Anders Mehlbye Christensen

Large Account Manager
IDG Denmark

*CSO Denmark Sales Director **Peer Jensen** named Large Account Manager **Anders Mehlbye Christensen** his group's Unsung Hero. "Anders takes our sales to a higher level," Jensen said. "He knows when to sell and when to work with the client in order to be a trusted partner and get access to the really big budgets."*

Name Anders Mehlbye Christensen

Home Copenhagen, Denmark

Current title Large account manager, managing sales to some of our larger key clients.

Primary job responsibilities Sell as much as possible. My primary responsibility is to keep clients growing their overall business with IDG across platforms and brands and help the rest of the sales staff achieve their numbers where needed. I also manage our day-to-day contact with IDG Global Solutions and provide IGS with answers and quotes on various RFPs.

Three things I do in a day's work

- Contact clients, agencies and IGS regarding marketing plans, RFPs and how best to support these using our products and services.
- Nurture clients via phone, e-mails and meetings in order to further strengthen a good, close relationship.
- Liaise with my sales manager and director on the best strategy to address our large accounts and where I can assist the sales team.

What I love most about my job
Without good co-workers I would rather not work at all. Having a great team around me, both locally and internationally, is one of the things I love about this job. This goes both for the sales team and the editorial team, whom I really think are some of the greatest writers in our industry. I also appreciate the position IDG has in Denmark, where we have the strongest brand in our field. Our large pool of products and services enables us to address almost any need a client may have, giving us a high degree of satisfaction, knowing that we can actually make a difference.

*Coming from IDC Denmark where he was an account manager, **Anders Mehlbye Christensen** joined IDG Denmark in 2010 as a key account manager.*

A hot-button issue I'm dealing with During the present economic crisis it's important to stay closer than ever to our clients in order to understand their challenges and assist them in the best possible way. Also, increasing sales in a bear market is somewhat of a challenge.

What I'm doing to be a better employee
I believe that if you have a positive attitude and are open to new things and processes, it will reflect the way other people perceive you.

Interests outside the office
I like to hang out at home, eat out with friends and family or relax with a good movie in good company.

What others can't tell just by looking at me
I have a very well-equipped kitchen, but I'd rather eat out and haven't really cooked in the kitchen for about four years. I'm also a great ZZ Top fan.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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Anders Mehlbye Christensen *IDG Denmark*
....and all the business unit lead-

» LAST WEEK TO ENTER THE 2013 EMPLOYEE PHOTO CALENDAR CONTEST PAGE 7

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Computerworld, Network World, CIO team up on custom event series

IDG Enterprise colleagues collaborate to stage 27 seminars and dinners in 16 cities on behalf of client CDW.

SEE MORE ON PAGE 5

Top News

Customers line up for Network World's mobility series

One on one: IDG Connect's John O'Malley

IDG Sweden review of IKEA cinema system goes viral

IDG News Service Senior U.S. correspondent Martyn Williams at IFA

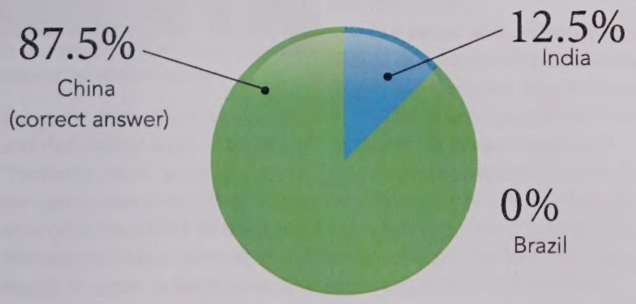
SEE MORE ON PAGE 6

CIO Germany's Rolf Roewekamp is this week's Unsung Hero.

SEE MORE ON PAGE 8

Question of the week results

According to IDC, which country will soon overtake the U.S. as the largest smartphone market?



Log on to www.idgcentral.com to vote on this week's question:

Has your smartphone replaced your watch, alarm clock, music player or PDA?

CLICK HERE

IGS mobile users survey report ready

Technology Content More Popular After Work

% of respondents who indicated what time of day they would be likely to access technology content on their mobile device.

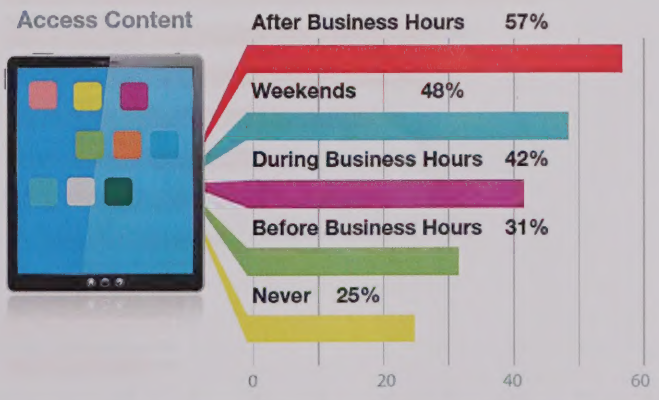


Figure 5

Source: IDG Global Solutions 2012 Mobile Survey

The global user survey report is now available as a free download.

SEE MORE ON PAGE 2

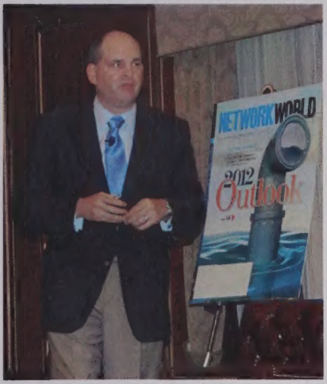
Attendees, sponsors line up for Network World's mobility series

Network World's new tech seminar series, BYOD (Bring Your Own Device) and Mobility Management, got off to a fast start in late June, with solid sponsor support and higher-than expected attendance of more than 80 people per city. The next four stops on the eight-city U.S. tour, which targets IT and network managers and decision makers from mid- to large-size organizations, look promising as well, according to VP/Publisher **Andrea D'Amato**.

BYOD refers to the growing trend in many organizations. A recent Network World research study shows that half of organizations surveyed allow employees to perform work on their own personal devices such as tablets and smartphones. The event's content focuses on the benefits of BYOD best practice sharing and possible solutions to the challenge of incorporating BYOD and mobile into an organization. **Joanie Wexler** and **Robin Layland**, both contributing writers for Network World, helped devise topics for the series. They serve as speakers, sharing keynote and moderating duties at each event along with seven to 10 outside experts. The seminar has a networking area where sponsors can display collateral, hold demonstrations and engage with attendees. Ten sponsors signed on for the San Francisco event on July 26, among them Cisco, SAP, Airwatch and Ruckus Wireless.

D'Amato

"Feedback has been excellent, with sponsors telling us they're seeing real opportunities from the first four events," D'Amato said. "The best testament to the tour's success is the rebook we've seen from top sponsors such as Cisco, which renewed for the rest of the tour at the underwriter level. Interest in this topic is different from other seminar topics we've done in that the subject is deep enough to warrant a full-day seminar rather than just a couple of sessions at a broader event."



Ken Piddington, CIO of Global Partners LP, spoke at the Boston seminar.

The series was originally called BYOD and Mobile Device Management, but Network World changed the name part way through the tour. "MDM is one specific solution and defined by a set category of sponsors," D'Amato explained. "However, there are many flavors of mobility management, and there are companies that differentiate their offerings specifically through acronyms like MAM (Mobile Applications Management), MIM (Mobile Information Management) and EMM (Enterprise Mobility Management). In order to fairly cover the spectrum of mobility solutions, the term 'mobility management' gives us more topics to address for attendees and a wider pool of vendors to target for sponsorship."

The new series is complimentary to qualified network and IT professionals who register in advance. The next stops will be in Philadelphia (Sept. 27), Washington, D.C. (Oct. 2), Houston (Oct. 4) and Denver (Oct. 16).

Write to Andrea D'Amato. ■

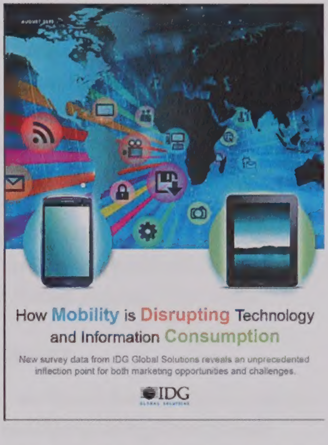
15-page report summarizes findings from global mobile usage survey

Based on feedback from more than 21,000 participants worldwide, IDG Global Solutions' third annual mobile survey provides insight into the behavior and preferences of mobile users — both consumers and business users — in Europe, Asia Pacific, North America and Latin America.

The data, which was collected during the months of March, April and May 2012, points to a growing tendency to use mobile devices for much more than simple phone calls, texting and email.

Among some of the survey's key findings for both professional and personal users:

- 77% have a smartphone for business and/or personal use.
- IT is ranked as the number one decision-maker for devices and network carriers, ahead of senior executives and the finance department.
- 35% use Apple's iOS software.
- 61% have viewed video on a smartphone, while 31% do so regularly.



How Mobility is Disrupting Technology and Information Consumption

New survey data from IDG Global Solutions reveals an unprecedented inflection point for both marketing opportunities and challenges.

IDG

- 57% access technology-related content via a mobile device after business hours.
- More than 50% have replaced their clocks, personal organizers and portable music players with a mobile device.
- 50% own or use a tablet and half use it for work.

To download a copy of the free, 15-page report summarizing this year's findings, click here.

For more information, contact Howard Sholkin. ■

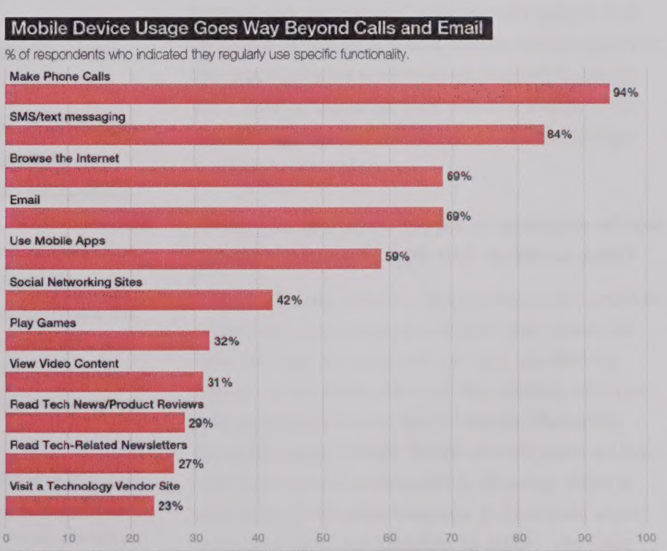


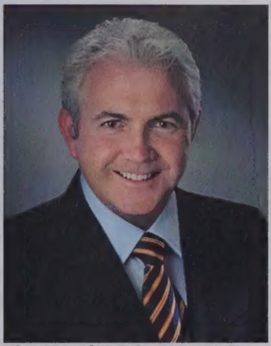
Figure 3

Source: IDG Global Solutions 2012 Mobile Survey

Survey participants use their mobile devices for much more than calls, texting and email.

OneonOne

John P. O'Malley
IDG Connect, IDG Direct, IDG List Services


The CEO of IDG Connect, IDG Direct and IDG List Services is this week's columnist. Reach him at john_o'malley@idg.com.

> "Our core business is still lead generation, but we have realigned ourselves as a data publisher. We work on a variety of solutions that encompass the marketing mix from content assessment and creation to integrated multi-regional research projects and site builds."

Q Is IDG Connect primarily a service unit or an independent profit center?

A IDG Connect, which includes IDG Direct, is a both a service unit and a profit center for IDG. Having spent 12 years as president of IDG Global Solutions, it was my habit to work with IDG business units looking for solutions that would bring great marketing services to our clients globally. These were easier to sell when the solutions were similar across borders. In setting up Connect U.S. we started with data harmonization, a common taxonomy, with ease of use and access for all that led to a great lead-generation product. In launching Connect internationally, I can recall visiting more than 20 countries to demonstrate this model, and we created a trading hub so countries could add it to their own activities. IDG offices can trade and use IDG Connect to assist with local lead-generation requirements and lead shortfall. Of course, services must be paid for, and I am happy to say that we have managed to trade well and innovate over the years making enough profit to add a positive contribution to IDG worldwide.

Q Where does IDG Connect have offices and how many people work for the group?

A We have offices in the U.S (Framingham and San Francisco) and the U.K. (Staines) with a total of 25 people. In our IDG Direct operation in Ireland (Dublin), we have 70 agents with a variety of language skills. The IDG Connect U.S. office is headed up by **Andrew Sambrook**, International by **Matt Smith** and IDG Direct is managed by **John Moran**.

Q What does IDG Connect's product/service portfolio include?

A Our business model has changed considerably over the past three years. A lot of people consider IDG Connect to be a pure lead-generation provider when, in reality, we do so much more. Our core business is still lead generation, but we have realigned ourselves as a data publisher. We now work on a variety of solutions that encompass the marketing mix from content assessment and creation to integrated multi-regional research projects and site builds. Our business can be broken down into three areas:

1) Data management — we manage and build databases for other people (vendors and publishers).
2) Demand generation — through email communication and our contact center. This can range from very basic lead requirement to highly targeted campaigns.
3) Services — our Market Fusion content services division and Ignite, our premier lead nurture platform that uses our content intelligence to assist clients with their marketing automation

As the market demands shift, our solutions are continually diversifying with the use of mobile and topic-led thought leadership becoming a key part of the products we offer. We are also broadening beyond IT, and over the past six months, have made a concerted effort to build engagement within the legal community with www.idgconnectlaw.com. As we have innovated, we have also started to gain external recognition and have received a variety of awards during the past 12 months.

Q What is IDG Direct?

A Through 2011, we found that we were outsourcing a lot of calls to telemarketing firms to add custom questions and surveys to our data that simply will not get answered on websites and in emails. However, we found an increasing number of quality issues and question marks on how our data was being used. In August 2011, IDG Direct was launched in part to internalize this cost and add control with assurances on quality. What we got was quite remarkable. Today we hold over 4 million conversations with our users annually from which we add a tremendous amount of knowledge to the data core with all conversations branded as IDG Connect. We have begun to offer this service to our clients internally and externally. We have covered 127 markets and our staff members speak more than 30 languages. Our team at Direct is set up to deal with a variety of complex campaigns that require a variety of skill sets and data management. We place a heavy emphasis on training to generate a level of expertise that not only assists in our demand generation services, but builds stronger audience interaction.

Q Can you provide a couple of examples of how IDG Connect works with IDG business units?

A IDG business units can participate in any product or service mentioned above. We have managed data for over 30 years with our U.S. publishing groups. In addition, we work very closely with our colleagues at IGS and IDG Strategic Marketing Services to assist **Matt Yorke** and his team on lead fulfillment and new innovation, allowing them to extend the IDG sales message to countries which were previously not possible to reach. We have consistently traded with **Davy Adams** and his team at IDG Australia over the past 18 months with FY12

continued on page 7

IDG Sweden's review of IKEA cinema system gets global visibility

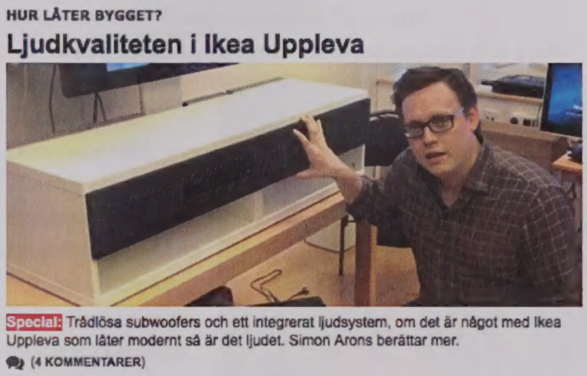
When Swedish home products chain IKEA announced the June release of its first entry into the electronics arena, IDG Sweden's gadget and digital lifestyle magazine M3 ran a largely dismissive review drew international attention. More than 50 web sites and magazines picked up the story.

The IKEA Uppleva ("Experience") is a complete home cinema system with an integrated HDTV, sound system and media player with support for Blu-Ray and many other file formats, including DVD, CD and MP3. All of the components and cables are built into or hidden in the unit, resulting in a seemingly cable-free minimalist entertainment system controlled by a single remote. With several designs and configurations, the Uppleva is fully customizable; customers can add extra compartments for storage or additional electronic equipment. Base price is about US$1,000, and buyers must assemble the unit at home.

M3 was the first publication and site in the world to review the Uppleva's assembly and integrated electronics and found it less than impressive, especially the HDTV. The response times of the TV's features were slow (some didn't work at all) and the interface lacking; picture quality was muddy. M3's bottom line was that consumers could get a much better TV 'experience' for the same price elsewhere.

Ivarsson

M3 saw a flood of free publicity when its review (and review videos) were released. "IKEA's entry into the gadget scene was a big shocker," said **Andreas Ivarsson**, M3 managing editor. "We saw a chance to reach outside our main target group. We've all been assembling IKEA shelves for years — especially us Swedes — and we knew one of the best ways to convey our review to our readers is via video." After the review was released Ivarsson contacted the online gadget guide Gizmodo, which picked up the story "and from there it went viral," he said.



HUR LÅTER BYGGET?

Ljudkvaliteten i Ikea Uppleva

Special: Trådlösa subwoofers och ett integrerat ljudsystem, om det är något med Ikea Uppleva som låter modernt så är det ljudet. Simon Arons berättar mer.

(4 KOMMENTARER)

M3's ***Simon Arons*** *appears in several videos, assembling and demonstrating IKEA's home cinema system.*

M3's Uppleva tests began in early June. "At first IKEA told us we would have to wait a couple more weeks for a test sample, but my campaign to convince them [to trust us with an early delivery] paid off," Ivarsson said. "Our test lab is almost as secret as the Batcave."

Ivarsson said that since IKEA claimed the Uppleva was its first complete home cinema at an affordable price, "our first criteria was to see how true that was. Even before we began the testing we knew that Uppleva was not like the high-end home cinema systems we normally test, but we wanted to know how good could it be."

M3's test panel gave Uppleva a 5 out of 10 rating. "Our conclusion was that Uppleva is a quite-okay complete solution for the average person," Ivarsson said. "But to our main target group, tech-savvy gadget nerds, Uppleva is not a good choice. Uppleva's extremely bad smart TV interface is very disturbing, but, on the other hand, the sound system is very good. We hope IKEA will fix the interface with a firmware update."

The IKEA Uppleva is currently on sale in Sweden and Germany. It is due in the U.K. later this year, and its U.S. release is scheduled for early 2013.

"M3's goal," Ivarsson said, "is to be relevant for early adopters with a nerdy sense of humor that doesn't exclude non-nerds." According to Ivarsson, the print edition has 90,000 readers per issue and the M3 site draws 120,000 unique visitors each week.

For more information, contact Andreas Ivarsson. ■

IDGE outshines competitors in 16-city custom event series for CDW

Working in tandem, the events teams of three IDG Enterprise brands — Computerworld, CIO and Network World — are seeing great success with a multi-city events program of 27 seminars and dinners on behalf of CDW, the Vernon-Hills, Ill.-based provider of technology products and services for business, government and education. The events, which began in April, are being held in 16 major and mid-size U.S. cities in which CDW would like to make extra efforts. "CDW is delighted with our work on all fronts," said Computerworld VP/Publisher **John Amato**. "We have over-delivered on several cities that are particularly difficult markets for CDW."

According to **Derek Hulitzky**, IDG Enterprise VP, Content Development and Strategy, CDW requested two different types of events, "in order to mix things up a bit and experiment with varied formats." The brands' events teams offer either a morning-long seminar for 50 to 75 attendees or a dinner format in a high-end setting for a more intimate group of 10 to 20. CIO VP/Publisher **Adam Dennison** called the events "a hybrid of high-level networking and thought-leader education, supporting the efforts of CDW's field sales teams and local partners." Both types of events incorporate a panel discussion or roundtable moderated by an IDG Enterprise thought leader with CDW and/or customer executives sharing case-study solutions.

The audience for the CDW events said **Lori Spendley**, director of marketing, Events, is IT managers, directors, VPs and C-level executives at companies of 100 employees or more. Invitees are culled from the audience databases of Computerworld, CIO and Network World. "We have a good sense for the latest metrics on how many people to invite, how many will register and how many will ultimately attend," Spendley commented.

According to Spendley, the cities chosen for events are those where CDW feels it is in need of more customer prospects. "There are some challenging markets," she said, "usually the cities that aren't as large as others, and so there are fewer IT people there."

Spendley said that CDW wanted to work with the Computerworld, Network World and CIO brands, so the audience acquisition campaigns were designed to appeal to the relationship each brand has with its customers. "For example, we invited our various Computerworld audiences to attend these events through an invitation from Computerworld," she said.

"We're using our brands' recognition with this audience to promote CDW's brand," Dennison said. "Each event combines the appropriate audience from each brand, delivering an overall ideal audience. Given the scale of the program, partnering with multiple IDG Enterprise brands has been key to the success of driving the needed audience numbers."

IDG Enterprise is becoming the preferred provider compared to our competitors. "Our owned and operated properties continue to prove to be a tremendous asset. Our brands are trusted and are known to provide the robust, cutting edge content needed by the IT decision-maker audience," Dennison said. "Our premium audience was a huge factor to CDW. We provided turnkey services, one point of contact, which streamlined the process, and a comprehensive audience acquisition process by our audience development team."

"The sales teams are happy," Dennison said. "We're seeing a different, higher quality audience in the selected cities than our competitors and are providing top-notch service. If you provide great content and great service, a great audience will follow."

Contact Derek Hulitzky or Lori Spendley. ■

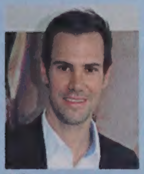
JOE MOLA

*Front Row (l-r): IDGE Event Marketing Coordinator **Kristin Jeannotte**, Event Marketing Director **Lori Spendley**, VP for Content Development and Strategy **Derek Hulitzky**, CIO VP/Publisher **Adam Dennison**; Middle Row: Associate Meeting Planner **Christina Holman**, Graphic Design Specialist **Caroline Mewing**, Event Planner **Shay Egan**, Event Marketing Assistant/Registration Coordinator **Scott Boutwell**; Back Row: Associate Event Planner **Lissa Piscopo**, Event Marketing Coordinator **Laura Gargolinski**, Marketing Manager **Duncan Newell** and Content Manager **Mindy Blodgett**. Missing from photo: Content Manager **Beth Bacheldor**, Meeting Planning Specialist **Laura Biringer**, Events Office Coordinator **Nicole Day**, Marketing Assistant **Alex Pierce**, Manager of Custom and Executive Client Services **Erica Foster**, Andover Group Project Manager Wendy Marrone and Event Planner **Ashley Star**.*

A longer version of this story appears in IDG World Update on IDG Central.

noteworthy

New employees


Eder

Anton Eder has been hired by **IDG Germany**'s Tech Media division as mobile account manager; he was previously senior partner and development manager with Adconion Media Group. He holds an M.S. in information systems and management and enjoys soccer, tennis, biking and building websites. aeder@idgtech.de

Alexander Laschewski-Voigt joins **IDG Germany** as editor-in-chief of Online Welten; he was previously editor-in-chief of AreaGames GmbH. alaschewski-voigt@onlinewelten.de

McGarry

Previously a business reporter with the Las Vegas Review-Journal, **Caitlin McGarry** joins **IDG Consumer & SMB** as a news reporter. She earned a B.A. in journalism and politica science from Northern Arizona University and enjoys yoga, cooking and "exploring my new city." cmcgarry@idgcsmb.com

Corrections for 2012 IDG Photo Calendar

Please make a note to correct the dates for Rosh Hashanah and Yom Kippur in the 2012 IDG Employee Photo Calendar. Rosh Hashanah begins at sunset Sept. 16 and ends on Sept. 18. Yom Kippur, which is incorrectly listed in October, begins at sunset on Sept. 25 and ends Sept. 26.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Gary Beach *IDG Enterprise*

24

Hilary Smith *IDG Corporate Services Group*

23

Debbie Bernardi *IDC*

22

George Bulat *IDC Canada*

20

Donna Moschella Hopkins *IDG World Expo*
Juan Ramon Melara *IDG Spain*

19

Cheryl Talamini *IDG Corporate Services Group*
Urszula Imbirska *IDG Poland*

17

Glenn Mosesso *IDG Corporate Services Group*

16

James Walker *IDG U.K.*
Betty Amaro-White *IDG Enterprise*
Krzysztof Daszkiewicz *IDG Poland*
Peter Holmgren *IDG Sweden*

15

Terri Haas *IDG Enterprise*
April Montgomery *IDG Enterprise*
Thomas Rau *IDG Germany*
Margit Rützel *IDG Germany*
Marianne Kolding *IDC U.K.*
Mario Lombardo *IDC U.K.*
Andrzej Garwolinski *IDG Poland*

14

Sujay Bhattacharya *IDC Singapore*
Bianca Aumeyer *IDG Germany*
Cord Moeller *IDG Germany*
Pawel Bragoszewski *IDG Poland*
Catarina Källström *IDG Sweden*

13

Sandie Breese *IDC Australia*
Bryan Ma *IDC Singapore*
Torben Hansen Daarbak *IDG Denmark*
Malgorzata Majer *IDG Poland*

12

Lianfeng Wu *IDC China*
Michael Mullaney *IDG Global Solutions*
Sabrina Samtleben *IDG Germany*
Annie Weissenberger *IDG Germany*
Barbara Madariaga *IDG Spain*
Balbina Hossmann *IDG Switzerland*
Magdalena Sobkowicz *IDG Poland*
Pernilla Strid *IDG Sweden*

11

Daniel Visarius *IDG Germany*

10

Jonas Triebel *IDG Germany*
Henry Ernst *IDG Germany*
Simone van der Kooij *IDC U.K.*
Roberto da Silva Gois *IDC Brazil*
Ida Hasselrot *IDG Sweden*

9

Fred O'Connor *IDG News Service*
Michael Graf *IDG Germany*

8

Ye-Ri Park *IDC Korea*
Krista Napier *IDC Canada*
Dan Muse *CXO Media*
Peter Babb *InfoWorld*
Athen O'Shea *InfoWorld*
Thamar Thomas-Issbruecker *IDG Germany*
Melanie Arzberger *IDG Germany*
Denis Arcieri *IDC Brazil*
Carl-Johan Wollner *IDG Sweden*

7

Marie Brewis *IDG U.K.*
Andrew Kwon *IDC Korea*
Vito Mabrucco *IDC Canada*
Christopher Kay *IDG Corporate Services Group*
Fabiana Cassaro *IDC Brazil*
Miwako Suzuki *IDC Japan*

6

Harish Taori *IDC Singapore*
Natalie Wan *IDC Hong Kong*
Per Melker *CXO Media*
Brian Glynn *CXO Media*
Patrizia Klein *IDG Germany*
Thomas Wittulski *IDG Germany*
Nicolai Devantier *IDG Denmark*
Diana Riofrio *IDC Peru*
Zbigniew Kowalski *IDG Poland*

5

Christopher Brown *IDG U.K.*
Jason Lin *IDC China*
Kevin Restivo *IDC Canada*
Bob Diack *CXO Media*
Edmund Heider *IDG Germany*
Schumager Bacaroglo *IDC Brazil*
Alejandra Mendoza *IDC Mexico*
Cesar Longa *IDC Peru*
Matt Panchalingam *IT World Canada*
Ola Ljungstedt *IDG Sweden*
Carl Grape *IDG Sweden*
Fredrik Persson *IDG Sweden*

4

Mahantesh Patil *IDC CCR India*
Vern Harn Hue *IDC Australia*
Svetlana Surgay *IDG Corporate Services Group*
Kim Han *IDG Enterprise*
Alexander Dreyssig *IDG Germany*
Heike Bsdurrek *IDG Germany*
Liliana Rathsmann *IDG Germany*
Adele Carter *IDG Global Solutions U.K.*
Jonnie Wistrand *IDG Sweden*
Solange Calvo *Now! Digital Business*

3

Manuela Kubon *IDG Germany*
Marcos Alveres *IDC Brazil*
Salvador Trejo *IDC Mexico*
Monika Dyba *IDG Poland*
Martin Appel *IDG Sweden*

2

Stelios Tourikis *IDG U.K.*
Peipei Wu *IDC Taiwan*
Vladimir Masich *IDC Canada*
Kate Kirkcaldy *CXO Media*
Amy Dulak *IDG World Expo*
Clemens Fetzer *IDG Germany*
Claus Johansen *IDG Denmark*
Johanna Moreau *IDC France*
Sandra Berggren IDG Sweden

1

Rebecca Clewarth *IDG U.K.*
Pang Yau Ting *IDC Malaysia*
Natalie Ng *IDC Malaysia*
Jenelle Villani *IDG Enterprise*
Andrew Fargnoli *IDG TechNetwork*
Paco Panconcelli *IDG Germany*
Manuel Heine *IDG Germany*
Marco Giesel *IDG Germany*
Tom Loske IDG Germany
Steve Furthmüller *IDG Germany*
Simone Schulze *IDG Germany*
Bettina Thyge Thomasen *IDG Denmark*
Lara Thie Souza Namba *IDC Brazil*
Marta Chotomska *IDG Poland*
Aleksandra Honc *IDG Poland*
Sebastiaan Bareman *IDG Netherlands*
Joseph Bucknor *IDG Global Solutions U.K.*
Marcelo Goncalves *Now! Digital Business*
Renata Rosa dos Santos *Now! Digital Business*

Business units may send anniversary information to world_update@idg.com.

One on one

continued from page 3

being a very productive year for both groups. The international team is now working with [IDG Australia's] **Barbara Simon** on extending some of our services to her group to strengthen local market positioning. Other IDG business units that Connect has traded with over the past 12 months include: IDG Netherlands, IDG Japan, and partners Talentum Media Oy in Finland and Crocodilo Media Lda. In Portugal.

Q How does IDG Connect works to build its database?

A Whatever the starting point the platform is key. You must know where you want to get to and what gaps exist now. We had a great start with IDG data in the U.S. and internationally. Those early days were about doing data appends, finding information sources to supplement the missing fields. Users themselves will correct data on registration forms if asked. We have learned that asking short questions and building over time does help. When we get site data with either email or phone only we use content to encourage information sharing and, of course, IDG Direct adds data in the survey and custom question downloads.

Q Does IDG Connect produce original content?

A The challenge for many users is that content is typically written for the U.S. or European markets. We conducted research with just over 3,000 IT professionals regarding the availability of local content. Regional variations exist, but one of the underlying themes was that there was a real lack of local content, and users were struggling to find it. When we discuss creating local content, we don't refer to simple translation; we look at areas such as in-market requirements, local trends and culture. Our content services fall under Market Fusion where we are now applying a mature process of content creation for our customers; in fact, we feel that we now offer a true ROI for vendors when they are considering creating content, both internally and externally. In addition, we build our content products to engage our database. This is pulling together that intelligence gathered from our branded conversations to create true voice of the market and country-specific intelligence.

Q Who are your primary competitors?

A It is less about companies like TechTarget, CBS or UBM these days and more about data compilers or direct marketing companies that trawl for databases, do data swaps and sell large data sets. They drive down prices of premium data services and lead generation. They store or harvest each other's data and resell it. Our focus has to be on intelligence, value and brand to win in this argument. Traditional competitors exist on a global and local level with a plethora of new and smaller businesses entering the demand generation space. Companies such as TechTarget see the international space as offering true growth potential, even to an extent where they feel that 40% of future revenue will come from outside the U.S. With so many providers, price point becomes critical. We see Madison Logic as a smart data provider that has secured a niche position for themselves. By trading with publishers and offering a registration system, they have been able to not only offer cost-per-lead solutions, but also the ability to harvest data from the partners they work with and create their own database, which their sales team then sells. ■

Just a few days left! IDG Photo Calendar entries due by Sept. 14

This is the last week to submit photos for IDG's 29th Annual Employee Photo Calendar Contest. Entries will be accepted through Sept. 14. The calendar, which is mailed to IDG offices worldwide, is your opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

2013
Calendar Contest

Here's what you need to do:

- You may submit up to two color or black-and-white digital images on any subject. Digital images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos to world_update@idg.com.
- Entries must be received by Sept. 14, 2012.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Questions may be directed to the World Update editors. Good luck! ■

IDG News Service covers all corners of IFA show in Berlin

*IDG News Service Senior U.S. Correspondent **Martyn Williams** (left) interviews Acer President Jim Wong during the IFA consumer electronics show in Berlin earlier this month. The three-person IDGNS team onsite filed some 30 news stories, 24 videos and more than 70 photographs from the show.*

unsunghero

Rolf Roewekamp

Deputy Editor-in-chief
CIO Germany

*CIO Germany Editor-in-chief **Horst Ellermann** named Deputy Editor-in-chief **Rolf Roewekamp** his group's Unsung Hero. "Rolf is the backbone of our editorial team. He manages cio.de, is the one in closest contact with our freelance writers and has a very good feel for stories. When he took over the online business in 2008 we had an incredible increase in page impressions. Rolf really cares that our online news is relevant for CIOs and isn't just nice iPhone-stories and photos. Whenever I am at events to present the CIO brand, I can be sure Rolf will keep everything in order."*

Home Munich, Germany

Primary job responsibilities Mainly I run the online desk of cio.de. I talk daily with our freelancers, who are spread over whole of Germany, in virtual conferences about new topics for articles. After that I read, edit and – very important – create good headlines for all the news. I'm also involved in the production of our CIO print magazine.

Three things I do in a day's work

- Log in to Google Docs and start the daily editorial conference with our freelancers.
- Talk with our web coordinator about latest developments on the website such as traffic, visits and upcoming issues.
- Talk with our columnists, our press agencies and our readers — CIOs.

What I love most about my job Speaking with CIOs about their job and challenges. (The good news: CIOs are humans, too.) Online, it is always interesting to see how the hot topics change every day and how you can measure the success of your news on a daily basis.

A hot-button issue I'm dealing with Last year we published a very successful yearbook in which CIOs wrote predictions about IT and the role of the CIO in the next 10 years. This year we'll publish a similar yearbook of predictions. We are always discussing these same issues with our CIO editorial staff: Where will the CIO brand stand in 10 years? What will we be doing in 10 years? These are difficult questions in view of a very dynamic market and technologic change.

*CIO Germany Editor-in-chief **Horst Ellermann** called Deputy Editor-in-chief **Rolf Roewekamp** "the backbone of our editorial team." Roewekamp joined IDG Germany in 2001 as editor of CIO and was promoted to managing editor in 2005.*

Latest accomplishment I developed a checklist for our columnists on how to write a "perfect" article. Our experience tells us readers like articles with high utility. So it's good if you can structure the article in a way that the headline can be "10 ideas for better career" or "Three reasons to use cloud computing."

Career highlight Last year we celebrated the tenth anniversary of CIO Germany. Together with a lot of CIOs we had a gala evening where a jury of more than 50 CIOs elected the CIO of the Decade (2001-2011).

What I'm doing to be a better employee I try to keep my colleagues and freelancers informed at all times. Transparency at work is the best way to produce good work.

Interests outside the office I enjoy jogging; it's the best way for me to relax. I'm interested in soccer, especially Germany's third league. ■

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Nick Barber *IDG News Service*
Debra Becker *IDG Enterprise*
Andrea D'Amato *Network World*
Horst Ellermann *IDG Germany*
Lynn Holmlund *IDG Enterprise*
Andreas Ivarsson *IDG Sweden*
John O'Malley *IDG Connect*
Rolf Roewekamp *IDG Germany*
Howard Sholkin *IDG SMS*
Lori Spendley *IDG Enterprise*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Partner profile

IT News Info manages online brands for French IT professionals

Beginning with today's look at one of IDG's French publishing partners, IDG World Update will run an occasional series focusing on the company's licensing partners around the world.

SEE MORE ON PAGE 6

Inside this issue

IDC leads the pack in press mentions

Swiss Top 500 yields record sales, new online tool

Strategic Marketing Services drops its name in U.S.

One on one: IDG Germany President & CEO York von Heimburg on the economy, mobile business

SIMON OCH DANIEL

M3:s podcast avsnitt 2: Gratisätande tomtarna

Podcast: Teknikjournalisters sociala gränssnitt, tuppfäktningen mellan tillverkarna och gratisätande tomtar är några av ämnena i M3:s senaste podcast.

IDG Sweden's M3 brand launches podcast series that gains iTunes' New & Noteworthy mention.

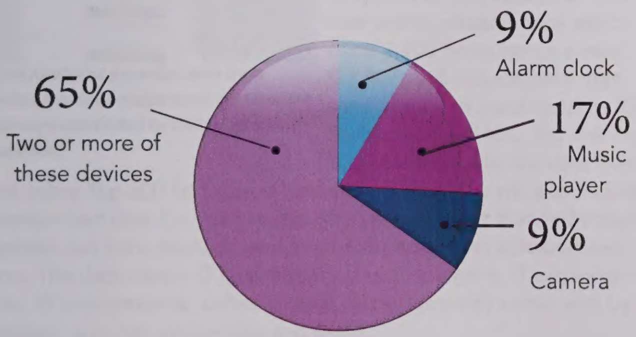
SEE MORE ON PAGE 2

IDG Connect Client Services Representative Nicole Jalbert is this week's Unsung Hero.

SEE MORE ON PAGE 8

Question of the week results

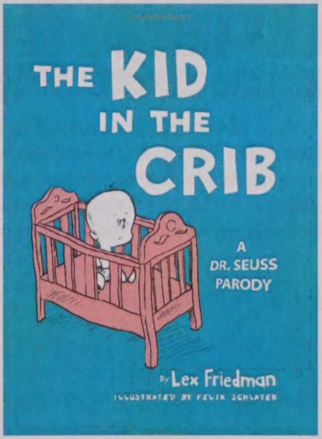
Has your smartphone replaced your watch, camera, music player or alarm clock?



Log on to www.idgcentral.com to vote on this week's question:

What's your reaction to last week's iPhone 5 announcement?

CLICK HERE



Macworld staff writer by day, book author by night. Lex Friedman's most recent volume is a humorous look at the challenges faced by new moms and dads — written in the style of "Cat in the Hat" creator Dr. Seuss.

SEE MORE ON PAGE 5

Wanted: Your office photos

What's going on around your office? Is there a company meeting? Colleagues visiting from another IDG office? Are you attending an event? The Photo of the Day feature on the home page of IDG Central lets you share a quick slice of life at your office with colleagues throughout IDG. Send your photo(s) to idgcentral@idg.com.

Swiss Top 500 issue yields record sales, touts new online product

Computerworld Switzerland is making the most of its annual Top 500 special issue, which this year had the highest advertising turnover (372,000 Swiss francs; US$388,632) in its 13-year history. Not only is the Top 500 print piece a favorite among readers, and one that advertisers are eager to be part of, the 2012 edition is also an incentive to get readers to buy a new online research tool: IDG Analytics.

Created for a C-level audience, the photo-heavy issue is a high-quality, high-gloss keepsake piece that includes a detailed chart ranking the 500 largest information and communications technology companies in Switzerland along with contact information, employee and revenue numbers and comparisons to the previous year. CW Switzerland staff add their analyses of rising companies and those losing market share, articles about hot topics in the local industry, and features such as the five most influential lobbyists for the IT industry.

This year's issue weighed in at 140 pages — the largest volume produced in CW Switzerland's 27-year history. "We are really proud of that," said Editor-in-chief **Hansjörg Honegger**, who credited the "very high engagement" of Sales Manager **Christoph Mayer**, Key Account Manager **Werner Ortler** and Online Sales Representative **Nico Delis** with clients as the force behind the issue's advertising success.

Computerworld.ch

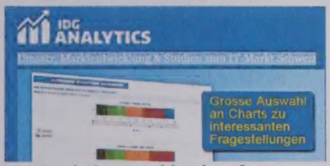
500

Die stärksten ICT-Firmen der Schweiz 2012

TOP ODER FLOP: KRISENGEWINNER/-VERLIERER. LOBBY FÜR DIE IT: UNSER MANN IN BERN. WTO UND INSIEME: UNSINNIGE AUSSCHREIBUNGEN. MARKETING: DIREKT INS HIRN DES KUNDEN. WAR FOR TALENTS: SCHÖNER ARBEITEN. IT-BAROMETER: IN WARTEPOSITION. FACEBOOK: WEISS ALLES.

The 13th edition of the Top 500 brought in the most advertising revenue in its history.

Computerworld Switzerland subscribers automatically receive a copy of the Top 500 in August, a time when competitors aren't publishing. Other customers can buy a hard copy via the website for 9.20 Swiss francs ($9.60).



IDG Analytics, provides data from sales, market development and market surveys conducted by IDG Switzerland and IDC.

This year online access to the complete Top 500 data will be part of the content available only to buyers of IDG Analytics. This new online research tool, which costs 2,400 Swiss francs a year ($2,507), will include data from various surveys conducted by IDG Switzerland and IDC. For the Top 500, it will include raw data from the entire Top 500 list in Excel format. IDG Analytics will also include anonymized data (i.e., tied to industry sectors rather than individual companies) from medium- and large-size businesses across all sectors. The data covers IT investment plans, IT budgets, IT organization, IT requirements, software used, sales figures by sector and by IT division, supplier evaluations and more.

Honegger said leads are coming in daily from potential IDG Analytics customers who have read about the product in the Top 500. Users apply for a login and can request a free trial or an annual subscription. The trial account provides access to a test report that contains dummy data and demonstrates the functionality of IDG Analytics.

Write to Hansjörg Honegger. ■

IDC leads the pack in press mentions

When IDC analysts talk, journalists listen. For the first seven months of this calendar year, IDC received 13,347 media mentions compared to 11,699 for Gartner and 4,118 for Forrester. This is a 14% lead over Gartner versus a lead last year at this time of only a few percentage points.

IDC's Public Relations Director **Mike Shirer** attributes the better results this year to extensive press coverage of tablet devices and smartphones where IDC has strong research coverage, excellent media attention for the Business Software Association software piracy study authored by IDC and more coverage of IDC's international research, particularly in Asian countries. "These results underscore IDC's well-respected position as the most reliable provider of market data and analysis. While IDC receives mentions in a wide range of business and technical publications, we are especially appreciative of the coverage provided by IDG's family of publications worldwide," said Shirer. ■

IDG Sweden's podcast on gadgets takes off

SIMON OCH DANIEL

M3:s podcast avsnitt 2: Gratisätande tomtarna

Podcast: Teknikjournalisters sociala gränssnitt, tuppfäktningen mellan tillverkarna och gratisätande tomtar är några av ämnena i M3:s senaste podcast.

IDG Sweden's M3 brand is heating up iTunes with a new weekly podcast series by Editor-in-chief ***Daniel Sjöholm*** *(left) and Mobile Editor* ***Simon Arons****. The behind-the-scenes look at M3 and the gadget world is one of the most downloaded podcasts on iTunes in Sweden — more than 4,000 so far — and has earned an iTunes New & Noteworthy mention. The podcast , which has an irreverent style, is also available on http://m3.idg.se.*

Educational fund reminder

The family of IDC Program VP Alex Motsenigos, who died in a bicycle accident last month, has set up an education fund for his son, Nikolas. Contributions by check can be mailed to the address below, or go to www.paypal.com and transmit a contribution to the email address provided.

IDC employees' contributions made by Sept. 21 will be matched by the company.

Nikolas Motsenigos Education Fund
P.O. Box 81082
Wellesley, MA 02481

PayPal: nikolaseducationfund@gmail.com

OneonOne

York von Heimburg
IDG Germany

The president and CEO of IDG Germany is this week's columnist. Reach him at yvh@idg.de.

"Overall, within IDG Germany we are making 37% of our total revenues from our digital products and services (in B2B it is 43%). In total, 2014 digital revenues will surpass print revenues."

Q How is IDG Germany faring in this economy?

A This year was tough because key clients spent less money on advertising in Europe due to the euro crisis. Many of our key accounts invested their marketing dollars in the U.S. or in the fast-growing BRIC [Brazil, Russia, India and China] countries.

I'm afraid this situation will persist until Europe resolves the problems surrounding the euro. Our strategy now is to penetrate more deeply the local mid-size IT companies. Fortunately, IDG Germany is well-known by these companies — there are plenty of them (we call these companies "Mittelstand"), and they are still investing and expanding.

Q Are there other market pressures affecting your business?

A The other challenge is the dramatic change in the current online market/business. While we were very successful in delivering high-quality content to our specific target groups, our customers were ready to pay high CPMs — even in display. Now, due to the strength of emerging ad networks (horizontal and vertical), we are seeing more and tougher competitors, and we are under pressure, especially in display advertising. So it is in this area that we need to build on our existing traffic and reach to get more coverage by the big agencies and regain our appeal to them. With just our existing brands we cannot compete against these growing and exciting ad networks.

So we need to think much bigger, if we want to remain successful. In this high-volume online business we need to bring together our main assets: our great online brands, our growing IDG TechNetwork and, for some specific areas, our very strong gaming network, OnlineWelten. Additionally, we need to search for new partners outside of IDG to grow our network and our reach to be even bigger and more influential. We are now also looking to our competitors' websites to try to cooperate with them by integrating them into our brand network. This presents a great opportunity to achieve more revenues for us and for our competitors — marketing dollars we would not be able to get without cooperating with them. Let's try it!

On the other hand, we are steadily expanding our solution services for our customers — intelligent and innovative solutions — mostly by providing customized combinations of our online, mobile, events, lead gen and print offerings.

Q How is your editorial strategy evolving?

A We are expanding our editorial strategy from being content creators exclusively to becoming, in addition, collectors of excellent external editorial content. When I visited Samsung's head office in South Korea earlier this year along with a group of international bloggers and website editors, I was really impressed to see the totally different approach the bloggers take to produce their great content. While we at IDG tend to think our unique selling proposition is to produce high-quality content (in-depth, time-intensive content that relies heavily on the written word with perhaps a picture or two) the bloggers and the web-only editors are producing editorial content mainly driven by speed (time counts), videos (lower quality, smartphone-generated) and containing high and spontaneous emotions. This content, especially on the consumer side, will be a lot more in demand by our users. My opinion is that we need both kinds of content. And we need to combine these two kinds of editorial approaches cleverly. What we should pay attention to: For each of those different types of content we need to have good editors in-house and a great network of external editors who look at the world totally differently: more from the point of view of the younger generation.

Another important aspect of outside editorial content is this: Our in-house editors will increasingly have difficulty being experts on all the new technology topics that are emerging with ever-increasing speed, whereas outside or freelance editors can be tapped for their specific expertise.

Our future challenge here will be how to interest these outside contributors and what sort of business model we can develop that will be attractive to them so that they will deliver content to us and not put it on the Web on their own.

Q How is your mobile business doing?

A Mobile is growing very fast. In calendar year 2012, we will make approximately 800,000 euros (US$1.38 million) in mobile revenues (two-thirds driven by advertising and one-third driven by paid users). Within the next few years these revenues will grow quickly and we are integrating

continued on page 7

Strategic Marketing Services name being dropped in the U.S.

IDG Global Solutions this month announced that the Strategic Marketing Services name will cease to be used in the U.S., and employees previously identified with that group will now become IGS employees. "This is a customer-facing move," explained IGS President **Matthew Yorke**. "It was becoming confusing for our clients to understand how best to navigate the various people across the two groups. SMS will now simply become IGS as we further integrate the two groups into one seamless global sales and marketing organization."

Matthew Yorke

After several years of working closely with one another, IDG's U.S. Strategic Marketing Services group was merged with IDG Global Solutions in January 2011 but retained its name. That move was prompted by the re-emergence of big, integrated international deals and the need to enhance account management and execution at the local level, Yorke said.

"We now know that having one group works well. Ever since the two groups came together, revenues have grown by more than $20 million. This move is designed to further optimize the considerable progress we have made in that regard since the merger," Yorke added.

Last year, program development across IGS and SMS was integrated under the leadership of SMS VP Program Development Worldwide **Jeremy Rueb**. "We have seen decent momentum in offering marketing services worldwide and expect to see even more in FY13," noted Yorke. Rueb's group will now be called Program Strategists.

Otherwise, responsibilities within the group remain unchanged and distinct areas of focus, expertise and responsibility remain as is. "For example, **Kate Zinn** and **Ryan Lincoln** [both VP, Strategic Accounts] will still be exclusively focused on tier one U.S. accounts and continue to report to **Charles Lee**, SVP Marketing Services and IDG Enterprise Custom Solutions Group," Yorke said. "Charles and **Kumaran Ramanathan** [managing director, IGS] who runs the worldwide international sales group, will continue to report to me. "**Michael Mullaney** [VP, U.S. and APAC] and his team will remain focused on business that originates from the U.S. into our international properties and will report to Ram. And the entire team will remain dedicated to delivering the most innovative marketing services solutions for our clients," Yorke said.

> "SMS will now simply become IGS as we further integrate the two groups into one seamless global sales and marketing organization."
>
> *Matthew Yorke, president, IGS*

IGS has a worldwide staff of 82 based in the U.S., the U.K., Germany and Singapore. IGS' tier one accounts include: HP, Dell, IBM, Cisco, Intel, Microsoft, Oracle, Samsung, Avaya, Computer Associates and EMC.

Contact Matthew Yorke. ■

IDG Communications CEO Bob Carrigan speaks at dmexco in Germany

Colleagues from IDG Germany were on hand last week at dmexco (Digital Marketing Exposition & Conference) in Cologne, Germany, to hear IDG Communications CEO **Bob Carrigan** participate in a panel discussion. Along with five other senior executives from Maxifier, Rocket Fuel, Dow Jones, AOL Huffington Post Media Group and Burt, Carrigan discussed ways for publishers to better monetize their digital portfolios in a session titled "Site Monetization: New Ad Solutions, New Technologies." Pictured at left are (l-r): **Jonas Triebel**, associate publisher, IDG Tech Media; **York von Heimburg**, president & CEO, IDG Communications Media AG; **Ralf Sattelberger**, sales director, IDG Entertainment Media; Carrigan; **Stefan Wattendorff**, director, sales and account management, IDG TechNetwork; and **Paco Panconcelli**, sales director, IDG Tech Media. ■

Macworld's Lex Friedman pens humorous parenting book in the style of Dr. Seuss

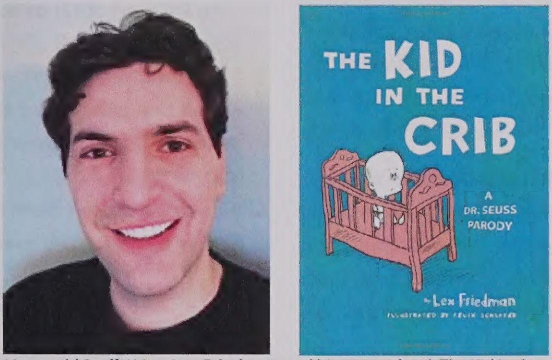
Lex writes for Macworld.
He also wrote a book about Snuggies.
(Those are blankets with sleeves
In which it gets kind of muggy.)

Lex's newest book,
Which parodies Dr. Seuss,
Makes parents laugh at spit-up and worse
*When they're covered in sticky fruit juice.**

Two of Macworld Staff Writer **Lex Friedman**'s loves led him to write "The Kid in the Crib," a book done in the style of Dr. Seuss for moms and dads struggling with the daily challenges of parenting, released earlier this month.

"I love reading the Seuss books to my kids and will do so as often as asked," Friedman said. "I similarly love any good parody — the works of 'Weird Al' Yankovic, a good Saturday Night Live lampoon, even old-school Mad Magazine. Coupling those two passions made good sense to me."

According to Friedman, the book is "Based on a True Story, Inspired By True Events, and Ripped From The Headlines of My Life. I have a 5-year-old, 3-year-old and an 18-month-old. Historically, my kids don't learn to sleep well and through the night until they're a bit older, and that's been just the kind of bleary-eyed parenting nightmare you'd expect."



*Macworld Staff Writer **Lex Friedman** and his newest book The Kid in the Crib.*

Writing in the style of Dr. Seuss (aka Theodor Seuss Geisel) proved to be a struggle, Friedman said, as Seuss used a strict rhyme and meter in 'The Cat in the Hat,' called anapestic dimeter. "It's easy to muck about with the precise syllable counts and rhyme points — much easier! — but the flavor of the parody immediately goes sour," Friedman said. "So the struggle was to make sure I didn't take any rhyme or meter shortcuts."

"The Kid" is also illustrated in a style similar to that of Geisel's. Friedman said he found illustrator Felix Schlater through the Internet. "I saw a Dr. Seuss-style drawing of Captain America on Reddit, and emailed the artist. He was interested, and a match was made."

Friedman said he sees "The Kid"'s target audience as parents of young children "or anyone who's ever been a young kid him or herself. "Certainly anyone familiar with 'The Cat in the Hat' should recognize what 'The Kid in the Crib' is parodying — the only question is how much they'll appreciate the jokes!"

"The Kid" is Friedman's second general-audience book. His first, "The Snuggie Sutra," is "exactly what it sounds like," he said. (In movie-pitch-speak, 'the Kama Sutra crossed with a Snuggie.') "While 'The Kid' isn't meant for kids either, it's at least not wholly inappropriate if one of my own three children happens across it."

Both books are available on Amazon.com. Sales and marketing are being handled by the book's publisher Lyons Press, although Friedman said, "I tweet about it an awful lot."

Friedman started writing humor while at summer camp and never stopped. "I had a humor column in high school wherein I mostly paid homage to Dave Barry by trying to sound just like him." In college, he wrote a weekly humor column for the student paper where he mastered his own voice. He was a regular contributor to the humor website Cracked.com for awhile. "These days," he said, "I try to inject humor into my Macworld columns whenever appropriate. And also other times. This is why I have editors."

He has also written two tech e-books, "Teach Yourself iTunes Match in 10 Minutes" and "Mac Basics for Windows Refugees." ("The humor books are a lot more fun," he said.)

Asked how he finds time to write with a family and a job he said, "I have a very patient wife and very patient kids. I wrote much of the book on weekends while in the playroom with my kids, thanks to my laptop. I wrote some while they were asleep. And then my wife gave me a couple hours here and there where she took the kids while I took some weekend time to finish putting the whole book together."

Contact Lex Friedman or go to lexfriedman.com.

** Apologies to Theodor Geisel. And Lex Friedman.* ■

Partner profile

IT News Info manages online brands, events for French IT professionals

Location: Suresnes, France, a western suburb of Paris

Number of employees: 22

Primary IDG contact: Managing Director **Jean Royné**

Year license signed with IDG: 2007. AdThink Media, a French Internet group, purchased the business assets of IDG France and in the process created a joint venture company with IDG called IT News Info. Royné, IDG France's publisher at the time, was tapped to lead IT News Info. By the end of 2008, the staff decided to focus on Internet publishing, events and marketing services in the IT BtoB market.

Brands published under license to IDG: Four, all online: Le Monde Informatique, CIO, Reseaux-Telecoms and Distributique. "We have dedicated our time and efforts to developing our online businesses and building a central database," Royné said. "Our efforts paid off as we saw audiences grow." In March, IT News Info received an award from French media audit bureau OJD for outstanding performance over the past four years.

Events produced under license to IDG: 22; about half are sponsored and half are customized for clients such as Dell, Microsoft and Hewlett-Packard. Sponsored events can have as many as five sponsors and draw up to 200 attendees for a workshop followed by an opportunity for attendees to network. Customized events have a similar format with a target audience defined by the event's sole sponsor. Recent events topics have included risk management, virtualization, financial governance and mastering quality service.

Competitive landscape: Six years ago the market was well-defined with three leading BtoB and BtoC companies. "Today we deal with newcomers, some of which are very aggressive on events, while others are strong in BtoB or BtoC," Royné said. "As the market became more fragmented we chose to focus on the business we know best — IT professionals — and their concerns. Our goal was to have the best database of the broadest qualified audience."

Biggest competitive challenges: "Many of our competitors create aggressive price policies or brag about audiences that are not consistent with the actual size of the French market," Royné said. "We work with a certified audience measurement organization to provide data that nobody can contest. As for pricing, we strongly defend our high-quality work and provide top-notch services in a very demanding environment. And clients are grateful for that."

On the transition to digital: IT News ended its print business four years ago. "It was a tough decision, but it paid off," Royné said. "Our audience numbers are high and stabilized, and our central database is real gold. We can now turn to new business challenges and online services. Our goal is to become the main place for IT leaders and workers to get informed and find all the help they need. And we'll do everything to attain it." ■

Front row (l-r): ***Jacques Cheminat****, journalist, Le Monde Informatique;* ***Fabrice Alessi****, editor-in-chief, Distributique;* ***Serge Leblal****, editorial director, LMI;* ***Véronique Arène****, journalist, LMI;* ***Georges Pinheiro****, events sales manager;* ***Mélanie Dupré****, product marketing manager;* ***Sandrine Gaultier****, online sales executive;* ***Nathalie Missonier****, online sales executive;* ***Jean-Marc Yidiz****, traffic manager; and* ***Eric Herrero****, accountant. Back row:* ***Jean Royné****, managing director;* ***Quentin Renard****, journalist, CIO;* ***Bertrand Lemaire****, journalist, CIO;* ***Didier Barathon****, journalist, Distributique;* ***Sophie Hémon****, event sales executive;* ***Adrian Geneste****, journalist, LMI;* ***Clément Mulot****, development manager;* ***Stéphane Dufresne****, lead manager;* ***Allwin Eugenia****, event marketing assistant;* ***Francis Raison****, web developer;* ***Adrien Morisse,*** *graphic designer; and* ***Jean-Pierre Blettner****, editorial director, CIO/ Reseaux Telecoms. For more about IT News Info, write to Jean Royné.*

noteworthypeople

New employees

Jones

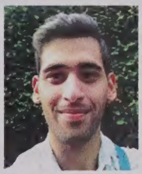
New at **Network World**'s San Francisco sales office is Account Director, Integrated **Amy Jones**. She was previously a strategic account director with UBM Tech Web, selling events and webcasts for the Cloud Connect brand. A graduate of Virginia Tech in Blacksburg, Va., she holds a B.A. in communications and a B.S. in marketing management. In her free time she enjoys travel, wine, sailing and hula hooping. ajones@nww.com

Lata

Previously a freelance journalist for such tech blogs and websites as TrainSignal, SaaS In The Enterprise and Apple Magazine, **Mike Lata** joins IDG Consumer & SMB's **Macworld** as eBook editor. He earned a degree in journalism from Chico (Calif.) State University and enjoys video games, movies and playing basketball. mlata@idgcsmb.com

Previously an events contractor with **IDC New Zealand**, **Shir Knani** joins the staff full-time as an events and administrative coordinator. She has also worked as an events coordinator for the National Health Service in Scotland. A graduate of the U.K.'s University of York, she holds a degree in social science and criminology. In her free time she enjoys badminton, swimming and "attempting to bake." sknani@idc.com

New at **IDC Australia** in Sydney is Senior Market Analyst, Software **Shayum Rahim**. He has extensive experience in the IT industry with companies such as J.D. Edwards, Oracle and Microsoft in database, business intelligence, middleware and applications. Away from his desk, he enjoys reading, spending time with his wife and two young sons and managing his son's soccer team. srahim@idc.com


Bery

IDG U.K. has hired **Aaron Bery** as a junior Web developer. He previously worked in Web support at Pixl18 Interactive and as a Web assistant at Mat. George's University. He holds a degree in architectural engineering from the University of Leeds and enjoys playing squash, cycling and going to theater and music festivals. aaron_bery@idg.co.uk

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
John Gallant *IDG Enterprise*

28
Cheryl Crivello *IDG Enterprise*

23
Tina Oelschlaeger *IDG Germany*

19
Rob Novorolsky *IT World Canada*

17
Aldona Rekawek *IDG Poland*

15
Johanna Ambrosio *Computerworld*
Nancy Weil *IDG News Service*

14
Jenny Maurin *IDG Sweden*

13
Carola Eckert-Zug *IDG Germany*
Frank Maier *IDG Germany*
Pauline Boyle *IDG Enterprise*
Naoki Morimoto *IDG Japan*
Chris Sullivan *IDC Canada*

12
Silvia Bassi *Now!Digital Business*
Slawomir Krajewski *IDG Poland*
Ray Hoskins *IDC U.K.*
Kaoru Harikae *IDG Japan*
Timothy Johnson *IDG Enterprise*
Wayne Humphrey *IDG Global Solutions*
Lawrence Surtees *IDC Canada*

11
Patrik Enell *IDG Sweden*

10
Suvi Markunsalo *IDC U.K.*

6
Rene Schoemaker *IDG Netherlands*

5
Matthew Oostveen *IDC Australia*
Stephan Hoppe *IDG Germany*

4
Boobalakrishnan Chandramohan *IDC Center for Consulting & Research/India*
Susan Madaio *IDC*
Keith Linden *IDG TechNetwork*

3
Tu Dang *IDC Vietnam*
Robert Szyszka *IDG Poland*
Lucila Queiroz *IDC Brazil*

2
Trevor Clarke *IDC Australia*
Racheal Chow *IDC Malaysia*
Hui Long Ooi *IDC Singapore*
Daniel-Zoe Jimenez *IDC Singapore*
Gwennie Bonimbie *IDG Netherlands*
Debbie Jansen *IDG Netherlands*
Varun Srikumar *IDC U.K.*
Ashley Lenz *CXO Media*
Matthew McKinnon *IDG Connect*
Leanne Rabitor *IDG World Expo*

1
Vidhika Sehgal *IDC Singapore*
Caroline Askheim *IDG Sweden*
Agnieszka Sliwinska *IDG Poland*
Julio Benedetti Fernandez *IDG Spain*
Enrique Phun *IDC Peru*
Henrik Rydahl *IDG Denmark*
Lauren Yanuskiewicz *IDC*
Jessica Selchan *CXO Media*
Brendan McGowan *CXO Media*
Kerry Davis *IDG News Service*
Jin Delprato *IDG CSG*

Business units may send anniversary information to world_update@idg.com.

One on one

continued from page 3

mobile more and more into our customized solutions. The investment we made in the past to hire mobile specialists in every business unit is paying off. By the way, I am really proud of my whole team in Germany. We are getting very close to a total digital revenue of 20 million euros ($25 million) in 2012. Overall, within IDG Germany we are earning 37% of our total revenues from our digital products and services (in B2B it is 43%). In total, 2014 digital revenues will surpass print revenues.

Q Anything new coming down the pipeline you can talk about?

A In the future, IDG Germany will offer a very strong and powerful cross-media and highly integrated service portfolio: IDG brands (online, mobile, print, events), customer services, TV and video programs (YouTube/own websites), direct marketing (leads), ad networks (TechNetwork, OnlineWelten and others). The combination of all these services will prepare us well for the future. In the video business, we are already very strong. We have one of the biggest gaming channels on YouTube in Germany, and we will continue to become much stronger, but for now I'm still not allowed to say more in public. Stay tuned for more on this from us shortly.

Q What is the biggest challenge you are facing today?

A The challenge nowadays in Europe is to invest in the future by producing a good profit despite the fact that Europe is facing a big financial crisis — a difficult challenge for our people and our managers. I am really fascinated and impressed by the patience and positive attitudes displayed by our team despite the current challenges faced by this great company, IDG! ■

unsunghero

Nicole Jalbert

Client Services Representative
IDG Connect

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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Martin Faltström *IDG Sweden*
Lex Friedman *Macworld*
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Nicole Jalbert *IDG Connect*
Jean Royné *IT News Info*
Michael Shirer *IDC*
Howard Sholkin *IGS*
York von Heimburg *IDG Germany*
Jane Weissman *IDG Connect*
Matthew Yorke *IGS*

IDG Connect Senior Client Services Manager ***Jane Weissman*** *named* ***Nicole Jalbert*** *her group's Unsung Hero, saying, "Nicole came to IDG Connect from IDG Enterprise just over a year ago. She is the consummate team player and will jump in and take on any task that is given her. She prides herself in taking a lead gen campaign from start to finish with total commitment to our clients and our sales team. She is extremely organized, and I can rely on her to know where each campaign stands at any moment in time."*

Home
Hudson, Mass.

IDG career path
Joined Network World in May 2008 as online advertising operations coordinator; became IDG Enterprise product placement specialist Jan. 2010; moved to IDG Connect as client services representative in July 2011.

Primary job responsibilities
Lead generation campaign management.

Three things I do in a day's work
- Lead reporting.
- Tend to client/sales team needs and questions.
- Coordinate content management for all campaigns.

What I love most about my job
Being presented with a new challenge and figuring how to make that challenge work while keeping the client and the IDG Connect sales team happy.

A hot-button issue that I'm dealing with on the job these days
Lead generation is no longer a cookie cutter business. Each client program is very unique and demanding.

Latest accomplishment
At the end of a recent campaign, I received a note from a client — who had been demanding throughout the course of the campaign — thanking me for all my hard work.

JOE MOLA

Nicole Jalbert *joined IDG Enterprise in 2008.*

Career highlight
Being given the opportunity to manage IDG Corporate Accounts.

What I'm doing to be a better employee
I attend many of the training classes offered by IDG. I also put great care into the work I produce and make sure that my clients remain happy.

Interests outside the office
Blogging, baking and spending time with my family.

What others can't tell just by looking at me
I listen to alternative music, and my favorite band is Brand New.

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Nominate that individual for in our Unsung Hero feature. Send your suggestions to IDG World Update.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

CIO100
TEAM IDG
6-7 September, Hyderabad, India

IDG India's seventh annual CIO100 a 'massive success'

For the first time, IDG India invited not just the 100 winners but also the 100 runners-up, and the expanded audience was a big hit with sponsors who signed up in record numbers.

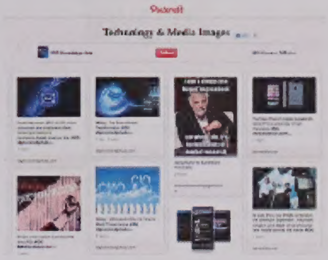
SEE MORE ON PAGE 4

Top News

IDG Germany signs marketing pact with Wikia

CSO celebrates a decade of growth

One on One: CSO Art Director Steve Traynor



IDG Knowledge Hub has been experimenting with Pinterest as a way to drive traffic to its site.

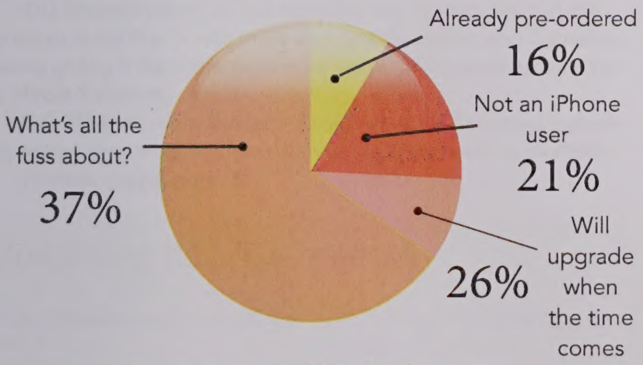
SEE MORE ON PAGE 5

Unsung Hero: IDC Russia and CIS Sales Account Rep Ulukbek Usmanov is this week's featured employee.

SEE MORE ON PAGE 8

Question of the week results

What's your reaction to the new iPhone 5?



Log on to www.idgcentral.com to vote on this week's question:

Where would you prefer to go on a US$5,000 shopping spree?

CLICK HERE

New Amplify programs widen social media mix

IDG Amplify, IDG Global Solutions' (IGS) pan-IDG umbrella brand for social media services, recently added four new products to its portfolio. Launched in 2008, IDG Amplify gives advertisers more than a dozen ways to increase, or amplify, their brand messaging by tapping into the power of social conversations, media and marketing.

IDG Amplify's four new programs include the following:

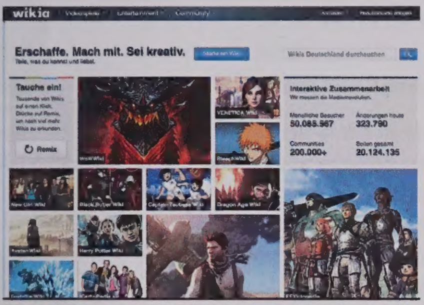
- **Ignite** is a three-stage, point-in-time social media program designed to increase social impact for a client's time-sensitive program like an event or a product launch.
- **Power Blog** is a topic-focused online marketing program using external bloggers, IDG senior editors and client experts.
- **Knowledge Vault Exchange** takes video-based marketing presentations and adds live Twitter chats, threaded discussion and social media components.
- **Social Pulse** is a mobile-based polling platform that pro-

continued on page 6

IDG Germany signs marketing agreement with Wikia Inc.

In an effort to further expand the network of websites that its sales team can work with and tap into another pipeline to syndicate its content, IDG Entertainment Media in Germany signed a strategic partnership with Wikia Inc. last month.

Wikia is an independent collaborative media company based in San Francisco. It has become the world's largest online network of content generated and shared by users, with more than 250,000 wikis, primarily on video game, entertainment and lifestyle topics. Wikia.com draws more than 60 million web and mobile visitors each month. Its video gaming segment has more than 65,000 game wikis and more than 2.5 million pages, making Wikia the world's leading publisher of gaming content.


wikia
Erschaffe. Mach mit. Sei kreativ.
Tauche ein!
Remix
Interaktive Zusammenarbeit
Monatliche Besucher 50.085.567
Änderungen heute 323.790
Communities 200.000+
Seiten gesamt 20.124.135

The newly renamed IDG Entertainment Gaming Media Solutions team will now sell Wikia.de's collection of German-language community-generated content.

IDG Entertainment Media is now exclusively responsible for marketing Wikia.de's collection of German-language community-generated content. On a content level, the newly established branch of Wikia in Cologne, Germany, will syndicate content produced by IDG Entertainment's GameStar and GamePro brands. In addition, Wikia users will soon be able to embed videos from IDG Entertainment Media into their wikis, and GameStar is considering featuring selected Wikia content as part of its Guides & Walkthroughs channel.

"We are waiting for the first audit numbers for Wikia.de, but we expect the combination of GameStar/GamePro/Wikia and OnlineWelten [IDG Germany's growing collection of gaming sites] to make us the largest network for gaming audiences in Germany," said **André Horn**, executive board member of IDG Entertainment Media.

IDG Entertainment will be repositioning its sales team in the market to show that it sells more than just GameStar and GamePro brands, giving it the more expansive name IDG Entertainment Gaming Media Solutions.

IDG Entertainment Media will soon unveil a dedicated website with advertising-related information for its entire gaming portfolio.

Write to André Horn. ■

Upcoming IDG/IDC events

IDC's IT in Government Roadshow
Oct. 3
Abu Dhabi, United Arab Emirates

CITE Forum New York
Oct. 10, 2012
New York City
An IDG Enterprise event

IDC's Asia/Pacific Business Analytics Conference
Sept. 26 -- Sydney
Oct. 18 -- Auckland

Storage Networking World
Oct. 16-19
Santa Clara, Calif.
A Computerworld event

CSO brand celebrates a decade of growth in print, online and events

IDG Enterprise's CSO brand celebrated its 10-year anniversary this month, marking the milestone with a redesign of the print issue, a commemorative video and a reception during The Security Standard conference in Brooklyn, New York.

"CSO is more successful than ever, and it's been doing increasingly well over the past four years in terms of revenue and web traffic," said Editor-in-chief **Derek Slater**. "One of our hallmarks is that we cover more different types of risk management than any other publication. It's fun to see the fruits of our labor over the years result in CSO becoming ever-more influential."

CSO
CELEBRATING
10YEARS

Slater, a 20-year IDG veteran who was part of CSO's launch team, reflected on how CSO has evolved. "In terms of subject matter, we were very much like the CIO brand, in that we were in a position of advocacy, educating the C-suite about the importance of managing security in a professional way. Now the CSO has an established seat in the boardroom, and security and risk are part of most strategic business discussions. Companies that think broadly about risk management today are better positioned for success."

Over the past decade, much of CSO's growth has come from CSOonline.com. "The site has allowed for flexibility in trying content areas and formats and expands our reach beyond our print subscribers," he added. The site also offers a variety of sponsorship opportunities, such as Digital Spotlights, lead generation and branding programs that discuss security solutions on the same security topics the editorial team is covering.

Slater, Managing Editor **Bill Brenner** and Senior Editor **Joan Goodchild** constitute the full-time editorial team. They are joined by West Coast News Editor **Mike Barton** who works part-time, and a group of regular freelance news writers.

Part of CSO's print redesign (see p. 3) revolves around three new sections — Tech, Risk and Lead — that are correlated to three blogs that will augment CSOonline.com's current collection. Brenner has an IT security blog, Slater will have one on risks and rewards within enterprise risk management and Goodchild will begin one on career issues and leadership.

CSO events align with the topics covered online and in print. CSO produces national and regional conferences as well as the more intimate CSO Executive Roundtables, CSO Executive Dinner Discussions and custom events. In early 2013, the CSO team will launch a new event, the CS040 Security Confab + Awards, which recognize practitioner organizations adn their teams that have delivered ground-breaking business value through the innovative application of risk and security concepts and technologies.

This month's Security Standard drew more than 250 qualified attendees and 20 sponsors led by platinum sponsor nCircle. One of the highlights was a commemorative video spearheaded by Goodchild who asked CSOs to reflect on changes in their profession during the past decade. One of the CSOs, T-Mobile VP of Iinformation Security Bill Boni, was on the cover of the debut issue in September 2002 as well on the cover of the newly designed issue.

Write to Derek Slater. ■

OneonOne

Steve Traynor
CSO

The art director of CSO is this week's columnist. Reach him at straynor@idgenterprise.com.

CSO
Decade of the CSO
Security has taken its place at the leadership table. What's next? 28

The new design debuted with the September issue (above); the previous design ended with the July/August issue (below).

CSO
At Rest, Not at Risk
Clouds, Continued
REWRITING THE BOOK ON RISK

Q What were the reasons behind the recent CSO redesign, and what were your goals?

A Earlier this year I had a meeting with our editor-in-chief, **Derek Slater,** to discuss what to do about the impending 10-year anniversary of CSO magazine (we published our first issue in September 2002). After my idea of a Patagonian cruise was dismissed, it was Derek's idea to take the opportunity to retool the magazine. As a designer on the IDG Enterprise team, we continually focus on design trends and how to enhance the reader experience. This opportunity to redesign not only took those aspects into mind, but also allowed the CSO team to align our print magazine even more closely to online topic areas, to be easier to produce and distribute the workload more evenly among the three CSO editors.

During the course of the redesign, we were able to take advantage of some software updates that allow us to streamline the production of individual articles. We use InDesign and InCopy along with K4 to produce our magazine, and the new CS5 release of InDesign in particular allows us to rearrange articles much faster than we could in the past. And the layout includes a more modular designs that let us repurpose online articles in any of our three new sections, i.e.,Tech, Risk and Lead.

Q Where did you get your inspiration for the new design? Were there some current design trends you wanted to incorporate?

A For inspiration I look at a lot of other magazines: Men's Health, Wired, Car and Driver, Sports Illustrated, for example. I stole a lot from [Art Director] **Terri Haas**' design of CIO in terms of modular sections and cover construction.

My manager, [Executive Director, Art & Design] **Mary Lester**, is always tossing new media ideas at us, like Flipboard and interactive PDFs and I think some of those concepts crept into the design as well. There's a trend towards large photo/minimal text that is always visually appealing. Websites like Wired.com and Digg are great examples of this approach. I should also mention that Mary was a huge help with the magazine's new color palette. A color palette is a subtle thing in a magazine and can help emphasize text. It's more noticeable when done wrong, for example brown type on a pink background. Our new one is has a range of greens for the Tech section, blues for the Risk section and reds for the Lead section.

I turned to Font Bureau for our new fonts Antenna, Receiver and Zocalo. I've always liked the approach of using a family of fonts designed by one type designer, in this case Cyrus Highsmith, to give visual consistency. Also, for an earlier redesign we changed the physical dimensions of the publication to a smaller standard size and moved to a relatively smaller text size to cram as much content as possible into a smaller space. In this new design we increased the body copy size and set it in Zocalo Text, making for a more readable experience.

Q How does the new design tie into the website design, if at all?

A From a visual standpoint we don't know yet because we're in the earliest stage of a homepage redesign. We have, however, incorporated some of the existing blogger images into the magazine. For instance, Managing Editor **Bill Brenner**'s Salted Hash blog on IT security news figures prominently in our new Tech section and Senior Editor **Joan Goodchild**'s photo will accompany her entries in Lead, our section on leadership.

Q Can you describe how the design ties into the new content reorganization?

A From a content standpoint, we continue to have an online-first strategy, and the sections tie to new blogs to make the print/online integration even stronger. From a design standpoint each section has its own individual color palette.

Q How will these new sections be easier to produce using web content?

A In theory, any of our articles could have something to do with either technology, leadership or risk management. So that gives us plenty of flexibility in terms of section content.

In practice, much of the three new sections are preformatted, which makes it faster for the editors to get their copy to fit. We also retooled our article templates so that the editors only have to paste their content into one text object rather than several.

We have a new item within our Lead section that will capture social media: tweets, Facebook postings and whatever may come next. This is also super-quick to produce. ■

IDG India's seventh annual CIO100 Awards a 'massive success'

CIO100
SYMPOSIUM & AWARDS CEREMONY
TEAM IDG
6-7 September, Hyderabad, India

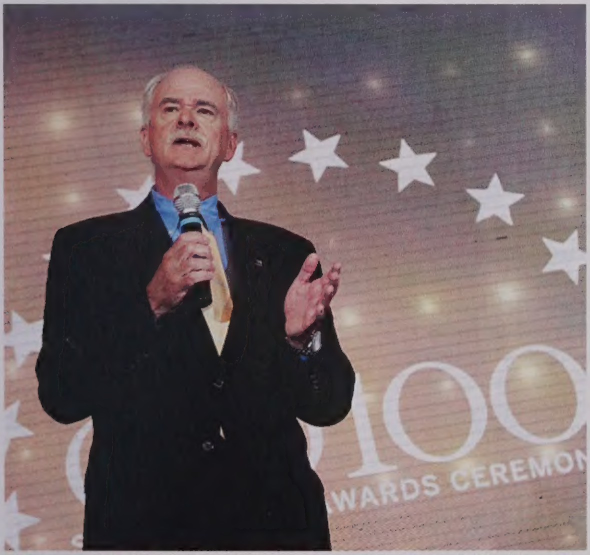
IDG India staff responsible for producing this year's CIO100 take a bow.

Calling its decision to double the number of CIOs invited to attend its flagship event — the CIO100 — a "game changer," IDG India Associate Publisher **Rupesh Sreedharan** said the seventh annual event broke several records. With revenues of more than 33 million rupees (US$611,734), 34 sponsors and 191 out of 200 invited guests in attendance, the CIO100 was a "massive success on all fronts," Sreedharan said.

The decision to invite not just the 100 award winners but also the 100 runners-up paid off in a big way, Sreedharan noted. With all but nine of the 200 CIOs in attendance, a record number of sponsors were happy to pay for the opportunity to have a presence at the event.

Held Sept. 6-7 in Hyderabad, this year's celebration featured keynotes delivered by Jonar Nader, an Australian lecturer, author and chairman of management consulting firm Logictivity Pty Ltd.; Singapore-based entrepreneur and motivational speaker Paul Dunn; and Toronto-based business speaker Jim Harris.

A new feature added this year called CIO Conversations proved popular with attendees and sponsors alike. The sponsored panel discussions featured four CIOs and one executive from a sponsoring company. Discussions were moderated by IDG India Editor-in-chief **Vijay Ramachandran**, CIO Associate Editor **Gunjan Trivedi** and Computerworld Associate Editor **Arun Kumar**. A total of five CIO Conversations were held over the two days.



*IDG International Publishing Services President & CEO **David Hill** addressed CIO100 attendees prior to helping hand out the awards.*

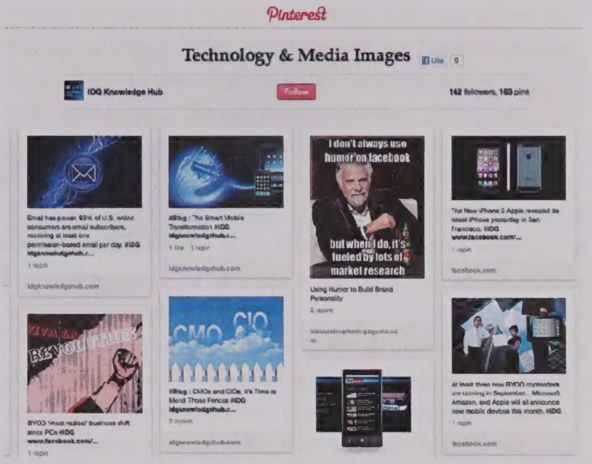
The awards were presented on the evening of the second day by IDG International Publishing Services President & CEO **David Hill**. In addition to honoring the top 100 CIOs for their outstanding contributions to their respective businesses, awards were also presented to winners of the CIO Hall of Fame and CIO Super League winners. CIOs who have won a CIO100 award four times while working for the same organization are inducted into the CIO Hall of Fame, which was established in 2009 in association with Hewlett-Packard. The CIO Super League comprises CIOs who have been inducted into the CIO Hall of Fame in the past.

> With all but nine of the 200 invited CIOs in attendance, a record number of sponsors were happy to pay for the opportunity to have a presence at the event.

Fourteen sponsors elected to staff small booths in an exhibit area and also engaged with attendees via one-on-one meetings and roundtable discussions. Additionally, sponsors were invited to attend private cocktail reception on both evenings of the event. "So far the feedback has been great," Sreedharan said. "This event has grown rapidly over the years to establish itself as the most prestigious event in its space."

For more information, contact Assistant General Manager, Marketing **Siddharth Singh**. ■

IDG Knowledge Hub experiments with Pinterest as a traffic driver


Pinterest
Technology & Media Images
Like
0
IDG Knowledge Hub
Follow
142 followers, 103 pins
I don't always use humor on facebook
but when I do, it's fueled by lots of market research

Email has power. 93% of U.S. online consumers are email subscribers, receiving at least one permission-based email per day. #IDG

#Blog : The Smart Mobile Transformation #IDG

Using Humor to Build Brand Personality

The New iPhone 5 Apple revealed its latest iPhone yesterday in San Francisco. #IDG

BYOD 'most radical' business shift since PCs #IDG

#Blog : CMOs and CIOs, It's Time to Mend Those Fences #IDG

*Digital Marketing Assistant **Lauren Kirchberger** repurposes many of the images she creates for top content on Knowledge Hub on the site's Pinterest boards.*

One of the newest social media sites gaining traction in cyberspace is Pinterest, and one of the first IDG groups to jump on the bandwagon is IDG KnowledgeHub, IDG's news and information resource for IT marketers.

Pinterest is a bulletin-board-style website that lets users create and share themed collections of photos and other images. The photos typically link back to the originating site making Pinterest a potentially strong traffic driver. Other Pinterest users can "like," comment and "re-pin" photos on their own boards.

IDG KnowledgeHub launched four boards in early May around the themes of Infographics, Technology & Media Images, Videos, and Research and Quotes. The biggest challenge, noted IDG Global Solutions Digital Marketing Assistant **Lauren Kirchberger**, who manages the KnowledgeHub Pinterest boards, was finding a way to make the site's content visual. "Our content is primarily text — blogs, news releases, articles, research and white papers — and not very visually interesting," she said. "Getting involved with Pinterest has forced us to think visually, which can only benefit us," she said. "Pictures are more engaging and more entertaining and people are more drawn to reading something with an intriguing image associated with it."

Kirchberger said she spends about an hour a day creating infographics and other images and scrolling through the various boards she follows for images worth repinning to the Knowledge Hub boards. To date, activity on the Knowledge Hubs boards has been modest, but it is building, Kirchberger said. "We get a minimum of five re-pins/likes a day and pick up five to eight new followers each week," she said.

Last month, Kirchberger joined two community boards — Social Media Videos and Top Technology Trends — which now show up on the Knowledge Hub's Pinterest page as well. The owner of a community board sends invitations to specific individuals and anyone who accepts the invitation is then able to pin to the board. Since the images are pinned by people outside of IDG these boards do not drive traffic, but function as "a good source of content for Knowledge Hub and its other social networking channels," Kirchberger said.

*Knowledge Hub was redesigned last November to make it a more visually appealing site, noted **Teresina Cardamone**, senior marketing manager, Digital Media and Branding, at IDG Global Solutions (above left). "Around the same time, I became a fan of Pinterest, and when we noticed that The Wall Street Journal was using Pinterest to highlight some of its more provocative quotes, that became our inspiration." At right, **Lauren Kirchberger**, IGS digital marketing assistant.*

Kirchberger said she views the platform as both a challenge and an opportunity for IDG Knowledge Hub. "Our research and articles won't necessarily be linked with beautiful portraits of landscapes, flowers, animals, delicious food and architecture like a majority of the images seen on Pinterest. So we have to think outside the box and create graphics that are both appealing and relevant to our content that will draw people in and encourage them to click and find out more.

"Based on the explosive popularity of Pinterest, it is clear the world is becoming more visual— people enjoy scrolling through this social channel and viewing image after image. You never know what image is going to pop up next. We need to channel this spontaneity and visual appeal into more of our marketing resources and campaigns because that's what popular, that's what people want."

For more information, contact Lauren Kirchberger. ■

continued from page 1

Amplify

vides peer data exchange. (For more details on each program, see sidebar and this article on IDG Central.)

Any IDG business unit can offer Amplify's products to their clients and support the programs using their own custom solutions divisions.

For example, **Karen Wilde**, IDG Enterprise national director, Program Development, said that when Amplify programs are run for IDG Enterprise clients, the IDGE Custom Solutions Group (CSG) is involved in the programs' editorial direction and content development.

"Knowledge Vault is an IDGE product," Wilde said. "We coupled it with Amplify to socialize the product. CSG produces the editorial videos, PowerPoint presentations, the Knowledge Vault platform and the co-branding. IDGE handles the lead generation for the program. IGS sets up the sites, the Twitter chats and works with CSG and the client to identify the site's news feeds, Twitter feeds and blogs."

"Social media should be an important part of a vendor's marketing mix," Wilde said. "Companies that don't take social media into account will have real problems because audiences are relying more and more on social networks to get information throughout the purchase process. Also, it's no longer about just selling your product; it's about building a relationship and gaining trust with customers and prospective customers." Wilde added that many clients have dabbled in social media but haven't made concerted, cohesive efforts in the social arena, often just throwing out "miscellaneous messages" to see what sticks and not engaging with their audiences. "Besides our important third-party credibility, IDG Amplify offers a full social media team," Wilde said. "If clients were to try to put together a team like the IGS team it would cost a fortune. We are their social media sales consultant."

IGS Program Developer **Colin Browning** said IDG Amplify has social media programs for clients "at every price point," which can be purchased either a la carte or in integrated programs, running from $5,000 to $500,000 per quarter. Working through IGS, Amplify programs are available on a global basis as well (more than 200 Amplify programs have been executed internationally to date). Amplify products have been a part of more than two dozen social marketing programs in the U.S. over the past year, and its social marketing revenues have grown approximately 60% in the U.S. from 2011 to 2012.

Click here for more on Amplify or contact Colin Browning or Karen Wilde. ■

More insight into Amplify

IDG Enterprise's Karen Wilde and IDG Global Solutions' Colin Browning describe the new programs in more detail. Additional information is in the IDG Central article.

- **Ignite** is 'a point-in-time' program designed to help clients promote an event or one-time initiative, such as a new product release, by extending and enhancing public awareness through a mix of social media and editorial expertise. The program has three phases. In the 'pre' phase influential bloggers promote the event or launch to their highly focused followers, creating awareness about what the client is doing. Meanwhile, community threaders are integrating the event's message in relevant social web communities, while three to four one-hour live Twitter chats on a specially designed Social Hub platform help the program gain more visibility. "IGS ran this program for one of our events, and we have had people participate in the Twitter chats before the events who then meet up at the event, which is a powerful tool to bring people together and create a community with our advertisers in the mix as a part of it," Wilde said.
- **Power Blog** assembles a team of bloggers, made up of the client's internal experts on the topic and influential external bloggers, and IDG senior editors to broaden the scope of a client's message in one multi-author blog that focuses on up to three specific topics. "Research tells us that tech buyers are most influenced by editorial news, bloggers and vendor case studies and white papers," Browning said. "We can position the client as a thought leader by focusing on their particular topic using a variety of trusted voices."
- **Knowledge Vault Exchange** is "our solution to the declining use of webcasts, due to the time and format constraints involved with them," Browning said. It is a three-month, content platform that provides IT buyers with the information they need through short editorial videos with accompanying PowerPoint presentations. Each episode is then aligned with custom- or client-supplied resources that allow the buyer to dig more deeply. Each Knowledge Vault Exchange includes an embedded video player, links to Twitter, Facebook, YouTube and LinkedIn, threaded discussions, an upcoming-chat schedule and archived chats.
- **Social Pulse** is a highly interactive polling platform for IT decision makers that engages users to exchange data with questions on business technology issues. Starting with three to four topics, users take a series of polls, optimized for mobile devices, specific to each category and can then compare their results to their peers' while the client compares results to those of its competitors. ■

noteworthypeople

New employees

Tsai

IDC Taiwan has hired **Shirley Tsai** as a market analyst, Software. She has seven years of experience in international media and manufacturing and has worked at DigiTimes, CINet/ZDNet in Taiwan. She has also worked as a product manager with Netronix and Gemtek. A graduate of Taiwan's Shin Hsin University, she holds an M.A. in communications management. stsai@idc.com

Et cetera

Schonfeld

IDG Enterprise last week announced that **Erick Schonfeld** will be the new executive producer for its innovation technology launchpad event DEMO. He will take the helm following DEMO Fall early next month, succeeding Matt Marshall, founder and CEO of VentureBeat, whose three-plus-year contract expires after DEMO Fall. Once a journalist for Fortune and editor-at-large for Business 2.0, Schonfeld was most recently editor-in-chief for TechCrunch. "Erick's rich history in technology-focused media and events made him the right choice to continue growing DEMO's legacy as a conference focused on providing innovative start-ups a place to successfully shine at launch," said **NealSilverman**, general manager and SVP/ DEMO.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Edith Hoellersberger *IDG Germany*

17

Jos Schong *IDG Netherlands*

15

Tanya Braitchouk *IDC U.K.*
Jennifer McKean *IDG Research Services*
Barbara Hall *IDC Canada*

14

Ann Bednarz *Network World*
Mike McGoldrick *Network World*

13

Rajnish Arora *IDC Singapore*

12

Sara Scogland *IDG Human Resources*

10

You Sook Hong *IDC Korea*

9

Rasmus Andsbjerg *IDC Denmark*
Howie Sholkin *IDG Global Solutions*

8

Jennifer Sand *IDG List Services*

7

Jason Gorud *IDC Singapore*
Joakim Arstad Djurberg *IDG Sweden*
Rebecka Guzman *IDG Sweden*
Tom Kaneshige *CXO Media*
Jeremy Rueb *IDG Global Solutions*
Stephen Galeotalanza *IDG World Expo*

5

Patrick Lee *IDC Singapore*
Joey Yen *IDC Taiwan*
Stan Gibson *IDG Enterprise*

3

Attila Souza Pinto Belavary *IDC Brazil*
Sarah Park *IDG U.K.*

2

Reynilda Cheng *IDC Singapore*
Leslie Haasch *IDG Enterprise*
Emily Lohmann *IDG TechNetwork*
Matt Lawton *IDC Canada*
Julien Goldsmith *CIO U.K.*

1

Anna Nordgren *IDG Sweden*
Maegan Kellas *IT World Canada*
Jasmin Fischer *IDG Germany*
Lindsay Anderson *IDG TechNetwork*
Jason Tucker *IDG TechNetwork*
Winona Seibert *IDG Corporate Services Group*

Send information regarding employee anniversaries to World Update.

Carrigan speaks at dmexco conference

(From left) ***Bob Carrigan****, CEO, IDG Communications; Denise Colella, chief revenue officer, Maxifilier; Richard Frankel, president, Rocket Fuel. Other people on the dmexco panel were Kelly Leach, managing director/EMEA, Dow Jones; Jimmy Maymann, SVP/head of International, AOL Huffington Post Media Group; Gustav von Sydow, CEO, Burt.*

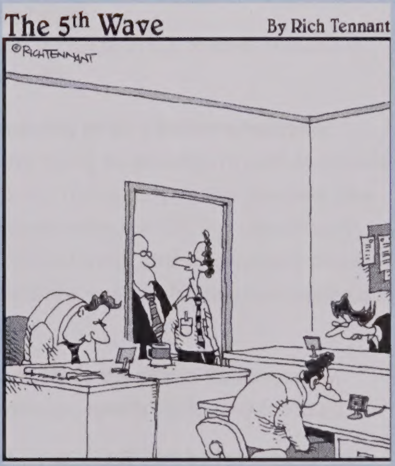
Earlier this month IDG Communications CEO **Bob Carrigan** participated in a panel discussion at dmexco (Digital Marketing Exposition & Conference) in Cologne, Germany. Carrigan's panel focused on how publishers can better monetize their digital portfolio. The event, organized by koelnmesse, drew 22,300 visitors this year, a new record.

contest

Need a break from the work routine? Create a brief caption for this cartoon, click on the cartoon link on the home page of IDG Central, and post your caption in the comments section below by Oct. 10.

All contributors will be entered into a random drawing to win an IDG-themed prize.

Good luck!



unsunghero

Ulukbek Usmanov

Sales account representative IDC Russia and CIS

IDC Central and Eastern Europe Associate VP Sales ***Tatiana Hinova*** *named Sales Representative* ***Ulukbek Usmanov*** *her group's Unsung Hero. "Ulukbek joined the IDC CEE sales team as lead generation specialist for Russia and CIS just over a year and a half ago, and we saw a big difference in the sales pipeline very quickly. He has substantially grown the number of leads and IDC standard-report sales. He is now fully responsible for sales of syndicated research and events in his region with some big deals with Russian vendors closed for events in Europe. He is precise in his forecasting, and I know I can rely on him when he says, 'This month I will bring in X-thousand euros.'"*

Home
Moscow, Russia

Title
Sales account representative

Career path
In my first role at IDC Russia I was responsible for lead generation and informing clients of the IDC's three main business lines: events, standard research and consulting. From early 2012 I've been responsible for sales across IDC Russia's entire range of products and services.

Primary job responsibilities
I'm responsible for sales and relationship development and management with the largest vendors, IT integrators and distributors in Russia and the Commonwealth of Independent States (CIS).

Three things I do in a day's work

- New business development: Phone and e-mail communication with firms we haven't worked with before.
- Manage existing client relationships, assist in resolving their problems and queries, identify what other products and services we offer could be interesting to them.
- Close old deals. Manage clients throughout the sales lifecycle, using IDC best practices.

What I love most about my job
Constantly meeting and developing relationships with new interesting people, continuous professional development and achievement of goals and high targets in sales.

Ulukbek Usmanov *joined IDC Russia in August 2010.*

Latest accomplishment
Bringing in a new client and closing a large EMEA-wide deal.

Career highlight
Significant increase in IDC's sales volume in Russia and CIS.

What I'm doing to be a better employee
Constantly trying to develop myself as a sales professional. Trying to gain the deepest possible understanding of IDC's products and services. Developing strong, mutually beneficial, sometimes even personal, relationships with clients.

Interests outside the office Photography, graphic design, sports (judo and football).

What others can't tell just by looking at me
That I can cook well and dance beautifully. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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Ulukbek Usmanov *IDC Russia*
Karen Wilde *IDG Enterprise*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG U.K. launches first vertical Publisher Trading Desk

IDG U.K. CEO Kit Gould (left) and IDG U.K. Media Services Director Dan Shaw have led the effort to create a platform that will let IDG extend client reach and create highly targeted audience groups.

SEE MORE ON PAGE 4

Inside this issue

IDC launches mobile app for IDC Tracker Charts

IDG Japan hosts CIO conference

One on one: Martyn Williams recounts IDG News Service's Storify project for iPhone5 launch

IFA
CONSUMER ELECTRONICS UNLIMITED
ÜBERALL ZU HAUSE
IFA HEUTE
Freitag, 31. August 2012
Xavier Naidoo live
Top-Smartphones

IDG Germany's Tech Media group manages its first show daily for IFA in Berlin.

SEE MORE ON PAGE 6

IT News Info's Aromi Rajon keeps track of her France-based online ad sales team from Sri Lanka.

SEE MORE ON PAGE 8

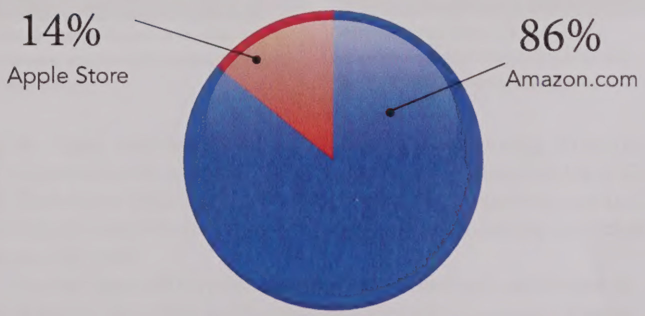
IDG Sweden takes industry cue and introduces Life Science Sweden

BioTech Sweden has relaunched as Life Science Sweden. (L-R): Editor-in-chief Ingrid Heath, Business Manager Jonas Lindholm, Sales Representative Fredrik Svensson, Editor Anna Sundström, Sales Representative Camilla Junesjö and Editor Tove Tingvall.

SEE MORE ON IDG CENTRAL

Question of the week results

Where would you prefer to go on a US$5,000 shopping spree?



Log on to www.idgcentral.com to vote on this week's question:

Have you ever been a victim of identify theft?

CLICK HERE

IDC launches mobile app for global Tracker program

IDC's U.S. office has launched its first mobile app, the IDC Tracker Charts app for iPhone and iPad, as a way to deliver immediate access to timely market data and attract potential new customers. The free app became available for download from the iTunes store on Sept. 26.

IDC Tracker Charts is the first mobile application to provide hundreds of data charts covering market size, vendor shar and forecast data for dozens of information and communications technology (ICT) markets worldwide. It allows users to view data charts from the most recent IDC Tracker products. The charts are updated weekly with dozens of new charts added each quarter. IDC Tracker Charts are interactive, taking advantage of Sencha Touch charting tools, and are organized by geography, market, time period and chart type.

IDC Tracker Charts is the first mobile application to provide hundreds of data charts covering market size, vendor share, and forecast data for dozens of ICT markets worldwide.

Each chart links back to a press release with additional market context and a product description of the respective Tracker. Users can share these charts via Facebook and Twitter.

All of the IDC Tracker charts use top-level information from IDC Tracker press releases. "IDC is not providing any detailed, high-value content that our clients pay for," said SVP/Worldwide Tracker Research **Eric Prothero**. "Since the app provides complimentary data to everyone regardless of their subscription level with IDC and appeals to a broad segment of the technology community, we expect to raise visibility and create stickiness with existing customers and new prospects."

IDC Tracker Charts
Download for iPhone
Download for iPad

The first app developed by an IDC office was IDC Info On The Go, which was spearheaded 18 months ago by IDC Asia/Pacific managers with the support of IDC A/P Senior Web Executive **Leo Ng**. The app provides analyst commentary, quantitative analysis, updates on ICT spending, a guide to IDC A/P analysts and updates on IDC A/P events.

Last year, Prothero contacted Ng with the Tracker Charts idea and asked for his help to create a new app based on his experience with the IDC A/P app. Prothero sketched out the concept and initial design after sharing the idea with several IDC colleagues. Ng took it to the next stage and then worked with a Singapore-based development company. "Leo worked incredibly hard on the side over the past year to get my feedback to the developer; he also did a significant amount of testing and debugging himself," Prothero said. "More than 50 IDCers from around the world also tested the app and gave us feedback over the past month or so."

The IDC Tracker Charts application may be downloaded from the Apple iTunes store and is available now for both iPhone and iPad. An Android version is under development.

Write to Eric Prothero. ■

IDG Japan's 11th annual CIO Conference draws close to 80 CIOs

*Front row (l-r): **Tsutomu Suganuma**, event management; **Mina Tanaka**, event operations; **Kazuhiko Fujimoto**, editor, Computerworld; **Hideyuki Mori**, editor, custom publishing; **Akihiko Ohtsuka**, editor-in-chief, Computerworld; **Kazutaka Mishima**, editor, Computerworld. Middle row (l-r): **Yuji Yamaguchi**, media marketing; **Yuji Takei**, CEO, IDG Japan, **Kyoko Suzuki**, editor, Computerworld; **Ayako Kiryu**, media marketing; **Satoshi Yoshida**, media marketing; **Yasuhiro Watanabe**, sales manager. Back row (l-r): **Yoshihiro Harada**, sales director; **Arito Fujishiro**, CTO, IDG Japan; **Atsushi Watanabe**, event producer; **Hironori Nakajima**, web manager; **Yuji Nishigori**, sales manager; **Tomohiko Imamura**, sales representative; **Masanori Yamamoto**, sales manager.*

***Fumiaki Azegami**, editor-in-chief of CIO magazine, welcomed the close to 80 CIOs in attendance.*

***Ryo Ohkawa**, editor, CIO magazine, hosted the award ceremony held during the dinner following the conference.*

IDG Japan held its 11th annual CIO Conference on Aug. 30 at the Aoyama Diamond Hall in Tokyo. Some 80 CIOs attended the CIO Conference 2012 Tokyo, which focused on the importance of assessing and implementing new trends. The conference also included an awards event.

The day featured a keynote address delivered by a well-known local marketer who discussed social media trends in business, a round table discussion in which attendees spent about an hour speaking in small groups on various topics and a panel discussion, moderated by **Fumiaki Azegami**, editor-in-chief of CIO magazine. After the conference, attendees were invited to stay for dinner and an awards ceremony, hosted by **Ryo Ohkawa**, editor, CIO magazine.

For more information, contact Media Marketing Manager **Ayako Kiryu**. ■

OneonOne

Martyn Williams
IDG News Service

*IDG News Service Senior Correspondent **Martyn Williams** is based in San Francisco; his beat includes mobile devices and Silicon Valley. Reach him at martyn_williams@idg.com.*

> "Now that we've proved this [Storify] concept can work, I think there are greater places to take it. It really depends on the event and its nature, but people have already mentioned the launch of the iPad Mini that Apple is supposed to have in development."

The IDG News Service used Storify for the first time last month to display, in a single location, IDG's global rolling coverage of last month's iPhone 5 launch. Senior Correspondent Martyn Williams spearheaded the initiative, which included live updates from IDG and Macworld reporters in Australia, Japan, Singapore, Hong Kong, France, Germany, the U.K. and the U.S. Click here to see the coverage.

Q What motivated you to try this project?

A The original idea came out of my fellowship, which I completed at Stanford earlier this year. [Williams was in the John S. Knight Journalism Fellowship program at Stanford University.] I was trying to think of new ways to cover stories and engage with the IDG audience beyond the straight news story. During the fellowship, we spent a lot of time talking about the concept that the traditional article is really based around the needs of newspapers, and online publications have the chance to offer constantly updated and evolving articles that aren't tied down to the traditional deadline-driven news structure. During the year I'd noticed more of this type of day-long coverage being done by The Guardian and BBC. I liked the way it merged constant updates with the best coverage and content on the issue in question from across the Web.

So, in thinking about the iPhone 5 launch, which would take place over a 24-hour period, I realized it would be a great opportunity to try this approach and capitalize on one of the IDG News Service's greatest strengths: a global network of reporters.

Q Why did you choose Storify?

A I looked at Cover It Live, but I didn't like the way it presented information. Storify, to my eye, looks so much better and does a much more elegant job of embedding tweets, YouTube video, links to websites and other content. Storify was founded by Burt Herman, himself a Knight fellow, so I already knew him, and I'd toyed with the platform before. I spoke to them about it, and they offered whatever support we might need, although there was little that was required.

The basic objective was simple: present readers with an up-to-date look at the global launch of the iPhone 5 drawing primarily on IDG content from around the world, and in doing so hope that those readers clicked on links and boosted traffic to IDG stories and videos and followed IDG reporters or publications on Twitter. While defaulting to IDG content, it's important to note I linked to content from others: hopefully this built credibility in the eyes of the audience and kept them coming back.

Q How did it work?

A The coverage started in the morning, U.S. Pacific Time, Thursday, Sept. 20, and ran about 24 hours. I ran it most of the time although [IDGNS Paris Bureau Chief] **Peter Sayer** saved me from pulling an all-nighter by covering five hours overnight. I also got great pictures and videos from IDGNS reporters and staff at Macworld U.K. and Germany, which added to the coverage and ended up on our newswire for broader use within IDG. While a handful of updates an hour doesn't sound like much, it ended up being more or less a full-time job because it required constantly watching Twitter, news sites and local IDG publications and communicating with IDG reporters on the ground around the world.

Q Were there any glitches?

A We had one problem: a Storify outage early in the process. Apparently, one of their engineers deleted the entire site database thinking he was just doing it on his own PC. That resulted in some 404 errors for the Storify embed and slowed down the coverage during the Tokyo launch. It was unfortunate, but we survived!

Q How would you evaluate the Storify experiment?

A It's difficult to exactly measure the success. The Storify itself was embedded on Computerworld and Macworld U.K. and attracted more than 5,000 views over the 24-hour period it was operating. What's difficult to quantify is how many people ended up pushing IDG content to their followers on Twitter or Facebook or how many ended up following reporters like **Jeremy Kirk** [IDG News Service correspondent] in Sydney or **Karen Haslem** [IDG U.K. editor] in London and will in turn click on their future stories.

Even though it's difficult to quantify, from my point of view it was a great success, and I had great feedback from IDG editors. Now that we've proved this concept can work, I think there are greater places to take it. It really depends on the event and its nature, but people have already mentioned the launch of the iPad Mini that Apple is supposed to have in development. Next time we'll try for greater promotion in advance, which should boost views.

If anyone has ideas for future Storify coverage, I'd love to hear them. ■

IDG U.K. launches first vertical Publisher Trading Desk

Trading desk will let IDG extend client reach, create highly targeted audience groups

IDG U.K. today announced the launch of the U.K.'s first Publisher Trading Desk (PTD) for a dedicated vertical sector. Capitalizing on IDG's focused publishing model around the IT and consumer electronics space, the new trading desk will allow key marketing partners to use programmatic buying and real-time bidding (RTB) in a more sophisticated, relevant and transparent way.

The Technology Audience Platform (TAP™) has been set up by IDG U.K. to address a range of new and unique opportunities.

IDG U.K. CEO ***Kit Gould***

"One of the greatest opportunities of our trading desk is that it will allow us to extend client reach," explained **Dan Shaw**, Media Services director of IDG U.K. "Buyers have achieved audience extension by simple retargeting of prior responders. IDG U.K.'s knowledge of tech buyers, how they consume media and respond to advertising and our ability to define where someone is in the buying cycle gives far greater opportunities."

IDG U.K.'s TAP will allow customized audience definition and segmentation and the ability to find those users across the IDG portfolio, out into partner sites on the IDG TechNetwork and beyond that out into the entire Web.

IDG will be able to create targeted audience groups based on sophisticated combinations of past behavior and previous content consumption, as well as the more traditional demographics, and use this to create bespoke audience pools so campaigns can be delivered with unprecedented precision.

"This will allow marketers to ask IDG to dig much deeper into audience profiles, confident in its ability to create programs with sizable inventory pools, and to deliver marketing messages directly to the most relevant and responsive audiences," said IDG U.K. CEO **Kit Gould**.

IDG U.K. selected Pubmatic as its technical partner in this venture because "we think it offers the best balance of existing market connections, future capabilities and relevance to IDG U.K.'s business requirements," Gould said.

"IDG U.K.'s embracing of programmatic trading and their sector leadership is a great fit," commented Gareth Holmes of Pubmatic. "We will be working across the IDG portfolio to enable its brands to offer more than straight insertion-order-based media offerings. We are proud to be working with the U.K.'s leading technology media company and excited by the new market opportunities this will create."

IDG U.K. Media Services Director ***Dan Shaw***

"The contextual element of audience extension is a key component of where we are different," explained Shaw. "We have always been able to retarget users on our sites but now we have that same ability across vetted external sites in the TechNetwork. With our trading desk we will further extend these audiences as we buy impressions on behalf of clients, accessing the entire Web through our bespoke TAP trading desk. Our editorial heritage and deep understanding of the consumer tech and enterprise IT sectors also allows us to get the context right, however complicated the specific program may be."

The trading desk allows IDG U.K. to do what it has always done — define audiences based on its knowledge, insight and understanding of tech buyers, then serve the marketing messages for its clients to the right person, at the right time and in the right place. Now IDG is able to overlay its first-party data on any site that it choses to trade with.

> IDG will be able to create targeted audience groups based on sophisticated combinations of past behavior and previous content consumption, as well as the more traditional demographics, and use this to create bespoke audience pools so campaigns can be delivered with unprecedented precision.

continued on page 5

Continued from Page 4

IDG U.K.'s Publisher Trading Desk

"What's really important to us is making sure we remain the gatekeepers of our data," Gould said. "First-party precision publisher data is what is driving this initiative. We won't simply allow clients or agencies to buy our data to enhance their own trading desk. We will offer segments of our data bundled with impressions. So if Dell wishes to reach laptop intenders [potential buyers], we have that data set and we can identify those users on and off our owned and operated brands. They won't be able to simply buy our data to go and find our users more cheaply elsewhere."

IDG TAP will act as the sell-side platform (SSP) for IDG U.K. properties. The automated buying market has grown substantially over the past year as all the major advertising groups push increasing share of spend through their demand-side platforms (DSPs).

Many technology campaigns are already transferring spend into these channels. "We need to ensure IDG is able to take advantage of these budgets," said Gould.

To date RTB has been synonymous with cheap CPMs as mainly remnant or unsold inventory is placed into the networks," Gould said. "However, the right publisher controls, overlay of first-party data and the right technology will allow premium inventory to be purchased. The SSP also allows the publisher to observe advertising buying patterns and gives control back to IDG to drive economic and efficient program buying.

Guy O'Brien, who handles online display advertising for Google in the U.K., commented, "It is refreshing to see some innovation taking place in the B2B display media world. B2C media has seen a huge shift to programmatic buying in recent years with RTB and ad exchange space continuing to grow significantly in the U.K. Applying these methods to the B2B landscape is challenging, but I think IDG's TAP is very well positioned to uncover the potential and deliver display campaigns that give great ROI against niche audiences."

"In the U.K. up to 40% of client spend is going through agency trading desks. In some cases entire campaigns are being bought this way. We need to be able to tap into these budgets," Shaw said. "We may not want to take a lot of the business if the client, rate or even the ad creative isn't a good fit — but we need to know about it to make the right decisions."

Rob Bradley has been appointed as IDG U.K.'s commercial manager, trading, and will be working closely with the major agency trading desks as TAP is embedded into their systems. Bradley, who was previously account manager on IDG U.K.'s TechNetwork, will report to Shaw. A specialized operations manager to create and deliver these programs will be appointed shortly.

For more details contact Kit Gould or Dan Shaw. ■

Taming the terms

Ad exchange — An ad exchange is the ecosystem through which advertisers, publishers and networks meet and do business on a unified platform or system. An ad exchange allows advertisers and publishers to speak the same language in order to exchange data, set prices and ultimately serve an ad.

RTB — real-time-bidding or real-time-buying. Real-time-bidding: bidding on inventory in real time. A real-time bid is often dynamically generated based on inventory and user relevance, past performance of creatives, user groups and other parameters. Real-time bidding may differ from real-time buying, which can mean allocating inventory in real-time through prioritization rather than a monetary bid.

DSP — demand-side platform. This allows advertisers to buy impressions on several different selling systems or exchanges through one interface.

DMP — data management platform. A DMP is a central system for gathering first-party data, integrating with third-party data and applying this data to an advertising program.

SSP – sell-side platform or supply side platform. The other side of the market to the DSP. This enables publishers to access demand from a variety of networks, exchanges and platforms via one interface.

PTD — publisher trading desk. Publishers own very valuable data on users' behavior, and they want to protect it. A PTD allows publishers to overlay this data onto their own and purchased inventory to provide new tightly targeted online ad campaign packages. When networks buy and sell impressions, they do so through a trading desk. They normally set up their own, and it is still most commonly simply referred to as the trading desk.

IDG Germany's Tech Media group produces its first show daily for IFA

IDG Germany recently added a new publication to its print portfolio: IFA Heute (IFA Today), the free official daily for IFA 2012, one of Europe's largest consumer electronics trade shows. During IFA's six-day run beginning Aug. 31 in Berlin, IDG Germany distributed 40,000 copies of the 32-page show daily to showgoers and exhibitors.

"Given that we never done a show daily at Tech Media, we had to set up the whole process using internal resources," **Markus Pilzweger**, director of the Custom Solutions Group of IDG Germany's Tech Media division. "All financial responsibility of the production and distribution of IFA Heute was ours. We had all the risk, but in return we got all the money the advertisers spent to be in the magazine." He said the project was an "overwhelming success," turned a profit, and feedback from customers, advertisers and IFA was "extremely positive."

The IFA show daily had been produced for several years by another German publisher, but last year organizers sought bids from other publishers. "We pitched a publication with a fresh layout and a smart editorial approach and won the job," Pilzweger said.

His team had to find a new printer and a less expensive distributor and create an internal editorial process. The dailies were handed out at every entrance to the venue; copies were also given to all 1,439 exhibitors and left at Berlin's top 30 hotels.

While Tech Media had complete control of the editorial content of the magazine, Pilzweger said his team was in contact with the show organizers Messe Berlin and GFU, the Society for Consumer Electronics, to make sure that "we covered all companies and products they thought important, although they didn't provide any explicit editorial input."

Each 32-page issue had 12 pages of advertising, 10 pages of editorial, with the remainder reserved for maps, schedules and an exhibitor directory.

The Tech Media sales team handled all the ad sales with the help of one contractor who had worked for the previous IFA Heute publisher. Of the 23 advertisers, Pilzweger said 19 were "completely new customers," mostly from the 'white-good industries,' i.e., manufacturers of large, usually household, products. Most advertisers, which included Intel, Hyundai, Sennheiser and Remington, signed on for every issue.

Pilzweger said the Tech Media staff will meet with IFA 2013 organizers this month to discuss next year's show daily. "Our goal is to work with them for at least the next few years," he said. "Signs are very positive. IFA and GFU were extremely happy with the magazine."

Contact Markus Pilzweger. ■

Print has a place

While trade show dailies have largely disappeared in the U.S. or have morphed into websites and downloadable mobile apps, print publications are still popular in Germany. **Markus Pilzweger**, director of the Custom Solutions Group of IDG Germany's Tech Media, said sister division Business Media produces the show daily for CeBIT. "I think IFA attendees — who are mostly end users and consumers — prefer print to get a quick look at the fairground plan or a schedule of events and shows rather than look at their smartphones. It was extremely cool to walk around the halls and see all the people taking a rest and reading IFA Heute."

The PC-WELT team that put together the IFA show daily included (l-r): ***Andreas Förth****, layout and design editor;* ***Christian Löbering****, deputy editor-in-chief;* ***Thomas Rau****, senior editor;* ***Nikolai Zotow****, editor;* ***Evelyn Köhler****, senior copy editor;* ***Markus Pilzweger****, director, Custom Solutions Group;* ***Andreas Perband****, deputy editor-in-chief;* ***Hans-Christian Dirscherl****, editor;* ***Verena Ottmann****, editor;* ***Panagiotis Kolokythas****, editor;* ***Ines Walke-Chomjakov****, editor;* ***Jutta Eckebrecht****, production director;* ***Andrea Kirchmeier****, managing editor;* ***Thomas Weber****, ad service manager, print. Not photographed:* ***Sabrina Schmidt****, senior key account manager.*

noteworthy

New employees

JOE MOLA

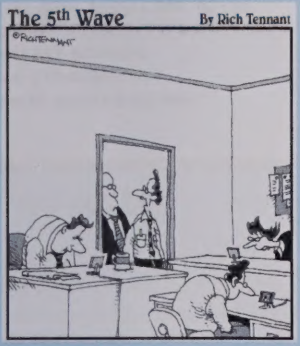
Hagopian

Mike Hagopian is the **CIO Executive Council**'s new account executive. Previously an inside sales manager with Satcon Technology, he holds a B.S. in business management from Bentley College in Waltham, Mass. In his free time he enjoys hunting and crossfit training. mhagopian@cio.com

IDG Communications has hired **Gina Galvagni** as an HR coordinator. She was most recently a business intern at the University of Vermont, from which she holds a B.S. in business administration with concentrations in HR and marketing. Away from her desk she enjoys skiing, cooking, baseball and photography. gina_galvagni@idg.com

All business units may send news for the Noteworthy feature to world_update@idg.com.

Create a caption for this cartoon



Need a break from the work routine? Create a brief caption for this cartoon, click on the cartoon link on the home page of IDG Central, and post your caption in the comments section by Oct. 10.

All contributors will be entered into a random drawing to win an IDG-themed prize.

Good luck!

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Maria Doehler *IDG Germany*

23
Martin Wallström *IDG Sweden*

22
Andrew Ware *IDC*

20
Martin Kybal *IDG Czech Republic*
Vera Barorova *IDG Czech Republic*
Juergen Hill *IDG Germany*
Wlodzimierz Duszyk *IDG Poland*
Charlotte Kempe *IDG Sweden*

18
Marcel Schaper *IDG Netherlands*

17
Heidi Schwab *IDG Germany*

16
Jitka Vyhlidkova *IDG Czech Republic*
Lars Goransson *IDC Canada*
Miguel Angel Gomez *IDG Spain*
Ursula Nehring *IDG Germany*
Stephanie Brockway *IDG Enterprise*

15
Mitchell Rose *IDC*
Michito Kimura *IDC Japan*
Hanh Nghi *IDG Global Solutions*

14
Regena Marie Adams *IDC*
Daniel Comino *IDG Spain*
Arantxa Herranz *IDG Spain*
Alexandra Mesmer *IDG Germany*
Alexander Bauer *IDG Germany*
Michael Schmelzle *IDG Germany*
Christian Toepfer *IDG Germany*
Mark Anderson *IDG Enterprise*

13
Al Gillen *IDC*
Bill Casey *IDC*
Beate Woehe *IDG Germany*
Anita Thiel *IDG Germany*
Malte Jeschke *IDG Germany*
Michael Eckert *IDG Germany*
Christian Vilsbeck *IDG Germany*
Bernhard Haluschak *IDG Germany*
Dominika Marszycka *IDG Poland*
Mats Stålbröst *IDG Sweden*

12
Ricardo Villate *IDC Latin America*
Naomi Otsuki *IDG Japan*
María José de Cadiz *IDG Spain*
Esther Macias *IDG Spain*
Tanja Braun *IDG Germany*
Riem Sarsam *IDG Germany*
Noriko Moritomo *IDC Japan*
Ryuichi Yokoyama *IDC Japan*

11
Charlotte Poulsen *IDC Nordic/Denmark*
Nicole Bergmair *IDG Germany*
Keith Gaffney *IDC Ireland*

10
Yasusuke Suzuki *IDC Japan*

9
Pavel Louda *IDG Czech Republic*
Akihiko Otsuka *IDG Japan*
Thomas Stroehlein *IDG Germany*
Bernd Fischer *IDG Germany*

8
Lukas Erben *IDG Czech Republic*
Juan Pablo Seminara *IDC Argentina*
Michael Beilfuss *IDG Germany*
Stefanie Heise *IDG Germany*
Marcus Egger *IDG Germany*
Christina Carstensen *IDG Global Solutions*
Alexandrina Boariu *IDC U.K.*

7
Kevin Tse *IDG Australia*
Romina Adduci *IDC Argentina*
Ricardo Gomes Faim *IDC Brazil*
Hideo Wada *IDC Japan*
Ellen Daly *IDG Enterprise*

6
Kimberly Knickle-Tierney *IDC*
Jonathan Share *IDC*
Steve Yang *IDC Canada*
Atsushi Watanabe *IDG Japan*
Matthias Weber *IDG Germany*
Agnes Froeschl *IDG Germany*
Jörgen Lindqvist *IDG Sweden*
Linus Larsson *IDG Sweden*
Hampus Lindberg *IDG Sweden*
Kelly Cho *IDC Korea*
Valerie Potter *Computerworld*
Justine Wallace *IDG Enterprise*
Thomas Lupien IDG

5
Suzanne Hopkins *IDC*
Dorthe Pedersen *IDG Denmark*
Eva Ekedahl *IDG Sweden*
Britta Lijegren *IDG Sweden*
Andrea List *CXO Media*
Steve Dodman *CXO Media*
Farrah Forbes *InfoWorld*

4
Ankur Tarnacha *IDC*
David Potterton *IDC*
Louise Schnesen *IDC Nordic/Denmark*
Thomas Weber *IDG Germany*
Piotr Waszczuk *IDG Poland*
Monique Jansen *IDG Netherlands*
Marieke Ommen *IDG Netherlands*
Daniel Goldberg *IDG Sweden*
Ellen Rotstein *Now!Digital Business (Brazil)*
Reginaldo Dias *Now!Digital Business (Brazil)*
Nick Corrigan *IDC U.K.*
Brian Gleason *IDG TechNetwork*

3
Campbell Simpson *IDG Australia*
Karolin Pichler *IDG Germany*
Yassin Chakhchoukh *IDG Germany*
Maxi Graff *IDG Germany*
Melanie Koch *IDG Germany*
Michelle Khemissi *IDG Switzerland*
Marta Pielasa *IDG Poland*
Vera Hilbrink *IDG Netherlands*
William Marchiori *Now!Digital Business*

2
Andrew Huffman *IDC*
Dominik Koslielac *IDG U.K.*
John Copsey *Computerworld U.K.*
Sakiko Kanda *IDG Japan*
Elizabeth Ramirez *IDC Mexico*
Marisol Serrano *IDC Mexico*
Christine Zwinger *IDG Germany*
Elinor Selbeck *IDG Germany*
Nina Katharina Hasl *IDG Germany*
Patrick Yahya *IDG Germany*
Sven Ohnstedt *IDG Germany*
Oliver Thomas *IDG Germany*
Marcel Hauri *IDG Switzerland*
Kumaran Ramanathan *IDG Global Solutions*
Jane Doorly *IDC U.K.*
Juan Sacchi *IDC U.K.*
Maciej Gornicki *IDC U.K.*
Jae Han *IDG Enterprise*
Robert Haffeman *IDG TechNetwork*
Alyssa Michael *IDG TechNetwork*

1
Bruno Faria *IDC*
Marcus Biel *IDG Germany*
Eva Zechmeister *IDG Germany*
Kerstin Vierthaler *IDG Germany*
Merijn Contant *IDG Netherlands*
Robert Riphagen *IDG Netherlands*
Maria Kausits *IDG Sweden*
Therese Nilsson *IDG Sweden*
Shay Egan *IDG*
Blair Pecka *IDG TechNetwork*
Erica Caruso *IDG TechNetwork*

Photo calendar voting to begin shortly

Apologies for the short delay in opening the voting for the top 12 photos that will appear in the 2013 employee photo calendar. We are creating a new voting platform that will be accessible directly from IDG Central and will not require a separate login as in years past. Stay tuned!

unsunghero

Aromi Rajon

International online sales director

IT News Info

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Ayako Kiryu *IDG Japan*
Kit Gould *IDG U.K.*
Markus Pilzweger *IDG Germany*
Eric Prothero *IDC*
Aromi Rajon *IT News Info*
Jean Royné *IT News Info*
Martyn Williams *IDG News Service*

*Paris-based IT News Info Managing Director **Jean Royné** said his group's Unsung Hero is International Online Sales Director **Aromi Rajon** who works from Colombo, Sri Lanka. "Her goal had always been to find a way to be closer to her family who live in Sri Lanka," he said. "Last year, after months of talking about it, we decided it was worth the challenge. We set up a routine, based on daily exchange by e-mail and Skype between our offices in Paris, Colombo and the IDG Global Solutions offices in the U.K. and the U.S. Aromi comes back to France every three months, and it works! Besides this very long-distance working relationship, Aromi is a one-of-a-kind, high-spirited person and the most exposed to international relations with IDG."*

Name Aromi Rajon

Home Colombo, Sri Lanka

Joined IDG 2007

Career path I started as a supplier's accountant at IDG France in 1983 and soon found out that it wasn't for me. I transfered to InfoPC, the IDG France PC title, as a sales assistant and was promoted to sales manager. Then I worked for IDG Global Solutions France as a sales manager. After the IGS France office closed I went to a competitor for two years. I rejoined IDG France in 2007 and was promoted to sales director for international accounts. When IDG France was bought by IT News Info I was made responsible for not only international accounts but the local team.

Primary job responsibilities I manage the IT News sales team and help all IGS offices with client requests for the French market.

Three things I do in a day's work
- Talk to IGS offices to define customer expectations to match campaign requirements.
- Give guidance to the local sales team.
- Manage lead generation programs, a major part of our business.

***Aromi Rajon**'s latest accomplishment is "having management accept my offshore transfer and proving to them that there is no change in my work." (That and washing tigers at the Tiger Temple in Thailand.)*

What I love most about my job Accepting difficult tasks, projects that IT News Info has never done before, and making them happen with great results.

How I manage my job from Sri Lanka Due to the time difference I work around the clock. This is the first time in IT News history that a sales director has worked from offshore. I would say it's been a great success. I have sales meetings every week, via Skype, with my teammates. I don't see any inconvenience working from Sri Lanka.

A hot-button issue that I'm dealing with Social threading, which we do not have in France at the moment.

Career highlight Achieving targets on all special projects like PartnerZones, webcasts, etc.

What I'm doing to be a better employee Staying accessible even while I am on holiday.

Interests outside the office I enjoy wildlife, especially elephants. Whenever I can I spend a few days in the jungles of Sri Lanka.

What others can't tell just by looking at me My age. ■

» DOWNLOAD PRESENTATIONS FROM THE GLOBAL PRODUCT LINE MEETING

IDG World Update
EMPLOYEE NEWS AND INFORMATION
15 OCTOBER 2012 | VOLUME 42, NUMBER 36 | WWW.IDGCENTRAL.COM

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IDG Global Product Line spurs sharing of best practices

*(L-R): IDG Communications CEO **Bob Carrigan**, IDC President & CEO **Kirk Campbell**, IDG Global Solutions President **Matthew Yorke** and IDG Research Services General Manager **Janet King** were among the 88 speakers at this year's GPLM.*

Almost 300 colleagues representing IDG, IDC and publishing partner offices in 26 countries descended on Boston earlier this month for the annual IDG Global Product Line Meeting — three days of information sharing, idea generation and networking with just a bit of fun thrown in, as well. Under the banner IDG: Leading Forward, the packed agenda included 26 plenary and small-group sessions and featured 88 speakers over two-and-a-half days.

The first day got under way with a series of presentations from IDG Communications CEO **Bob Carrigan**, IDG Global Solutions President **Matthew Yorke**, IDG Research Services General Manager **Janet King** and, for the first time, IDC President & CEO **Kirk Campbell**.

> "IDG is the only truly global multimedia platform company in our industry."
>
> *Bob Carrigan*

Carrigan opened the meeting with a quick look at some of the new initiatives under way at IDG business units around the globe including IDG Enterprise's CITE conference and soon-to-be launched CITEworld website, DEMO's expansion onto the African continent later this month, the launch of Techhive in the

CONTINUED ON PAGE 4

Top News

IDG.com wins Best Media Website award

IDC ranked No. 2 IT research firm in Outsell report

Mystery box drives Facebook engagement for M3

One on one: IDG Communications CEO Bob Carrigan

IDG Germany's sales team logged some high-altitude training last month.

SEE MORE ON PAGE 7

Unsung Hero: IDC Center for Consultancy and Research's Manjunath Siddaiah is this week's honoree.

SEE MORE ON PAGE 8

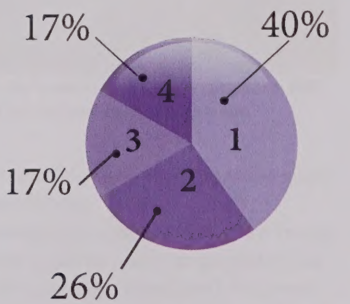
Vote now!

2013
Calendar Contest

Just five days remain to cast your ballot for the 12 photos you would like to see appear in the 2013 IDG Employee Photo Calendar. The competition is stiff, and your vote could help make the difference. Be sure to log on to **IDG Central** and vote before Friday Oct. 19.

Question of the week results

How many languages do you speak?

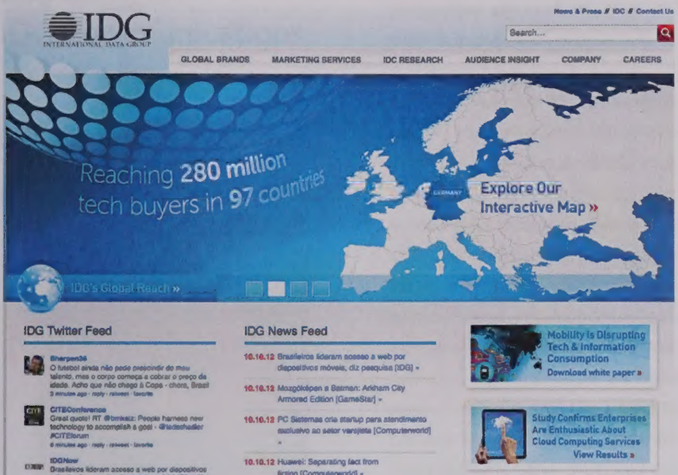


Log on to IDG Central to vote on this week's question:

Do you use Pinterest?

CLICK HERE

Web Marketing Association names IDG.com Best Media Website


IDG
INTERNATIONAL DATA GROUP
News & Press // IDC // Contact Us
Search...
GLOBAL BRANDS
MARKETING SERVICES
IDC RESEARCH
AUDIENCE INSIGHT
COMPANY
CAREERS
Reaching 280 million tech buyers in 97 countries
GERMANY
Explore Our Interactive Map »
IDG's Global Reach »
IDG Twitter Feed
IDG News Feed
10.10.12 Brasileiros lideram acesso a web por dispositivos móveis, diz pesquisa [IDG] »
10.10.12 Mozgóképen a Batman: Arkham City Armored Edition [GameStar] »
10.10.12 PC Sistemas cria startup para atendimento exclusivo ao setor varejista [Computerworld] »
10.10.12 Huawei: Separating fact from fiction [Computerworld] »
Mobility Is Disrupting Tech & Information Consumption
Download white paper »
Study Confirms Enterprises Are Enthusiastic About Cloud Computing Services
View Results »

IDG.com's redesign debuted in November 2011.

IDG.com captured top honors in its category in the Web Marketing Association's annual awards competition, which released the results earlier this month. IDG.com was named Best Media Website in the Media category and received a 2012 WebAward for Outstanding Achievement in Web Development.

The design firm that worked on the redesign of IDG.com, Boston Interactive, submitted the site for consideration, "and they are delighted with the win," said Director of Corporate Communications/IDG Global Headquarters **Susanna Hinds**, who who coordinated the IDG.com relaunch along with International Publishing Services Systems Manager **Patrick Kenney**. The revamped IDG.com debuted last November, and its improvements included an interactive global map that allows visitors to search by region and see audiences, brands and statistics — such as page views and unique visitors per month — for the entire region.

"IDG's new website uses interactive features and a modern design not only to communicate their global leadership but to allow the company to stand out from competition within the media industry. For this reason, we were confident in our decision to submit IDG to the WebAwards and are thrilled for the new IDG.com to be named the 2012 Best Media Website," said Chuck Murphy, founder and CEO of Boston Interactive.

According to its site, the WebAward Competition is the premier award program for Web developers and marketers worldwide. ■

Read the full story on IDG Central

IDG Germany app tests network, WiFi speeds

IDG Germany's mobile division recently developed a Speedmeter app, which is designed to test the speed of an Android smartphone's connection to either WiFi or mobile networks. To date, the free, German-language app has seen more than 9,500 downloads. The app's key feature is its Internet connection test. Once connected to a WiFi hotspot or a mobile network, the speed test provides users with data on their current download and upload rates in Kbit/sec. ■

IDC ranked second in Outsell report on IT market research firms

OUTSELL
Market & IT Research
2012 Market Size, Share, Forecast, and Trend Report

IDC is ranked as the second largest IT research company and the 15th largest market research company in the world, according to the "Market & IT Research 2012 Market Size, Share, Forecast, and Trend Report" from Outsell's Market Intelligence Service division.

The annual report provides an in-depth view of the Market & IT Research marketplace, which Outsell sizes at $38.6 billion for 2011, up 7.3% from 2010.

Among IT research firms, Gartner ranked first in terms of revenue and had a 47.5% market share. IDC was second, as it was last year, with a 12.2% market share, followed by Forrester with 9.2% market share.

IDC was 15th in the list of the top 100 market and IT research companies, as measured by 2011 revenue. The Nielsen Company topped the list; Gartner was No. 6 and Forrester was No. 19. ■

Mystery box drives Facebook engagement for Sweden's M3

This box in M3's test lab generated more than 100 comments on the brand's Facebook page.

At M3, IDG Sweden's gadget magazine, an offhand joke turned into a Facebook conversation driver.

After receiving an enormous, well-padded 330-pound box from Samsung containing a TV for review by M3's test lab earlier this month, M3 Managing Editor **Andreas Ivarsson** joked to Editor **Mikael Lindkvist** about posting a "boring" photo like that on M3's Facebook page. Ivarsson then thought to ask M3's Facebook fans to guess what might be in the box. "Everyone loves a secret box," he said.

The posting received 117 comments/guesses within a few hours. "It was a test," Ivarsson said. "Would it get as much engagement as a post about a hyped gadget or will it pass by unnoticed? It turned out to be a very good test. We try to test things like this as often as we can and sometimes we're surprised how our fans react."

Ivarsson noted that after a couple of clues were posted by M3, one reader guessed there was a TV inside.

Write to Andreas Ivarsson. ■

OneonOne

Bob Carrigan
IDG Communications

The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

Q At this month's Global Product Line Meeting you outlined five key areas of focus for IDG in FY13 and beyond. Can you briefly recap?

A Let me say up front that as a global company with hundreds of properties, products, and solutions, we have many areas of focus. But at the GPLM, I wanted to put a focus on five areas that clearly require some top-of-mind attention. The first is our consumer (B2C) business, which had a rough FY12 — in the aggregate — compared to our B2B business. We are responding to the changes in both consumer and advertiser behavior in this area by launching new consumer brands and services, repositioning existing brands, and leveraging advertising solutions that make us more competitive with large ad networks. The second area is mobile and the need to create solutions for consumers and marketers that are optimized for the medium. The third key area involves data-driven strategies, which can be employed to offer more targeted content for users and audience-targeted solutions for advertisers. IDG is well positioned here given the immense amount of user data that is generated from — among other things — the interaction of our users with web content. Another area of focus involves marketing services and its growing importance to the business strategy of IDG. Marketers are looking to partner with fewer media companies that can go deeper in terms of offering highly customized, non-standard advertising solutions. We must continue to add services in areas such as social media, lead generation, event production and mobile, just to name a few. And finally, I put a focus on events and digital, which is more of a reminder that our future success is dependent on moving our company in these areas, following the behavior of our end-user and advertiser customers.

Q With recent research from IDG Global Solutions showing that readers spend about 10% of their time on mobile devices, but that advertisers spend only about 1% of their budgets advertising on these devices, to what do you attribute this disconnect?

A The discrepancy between time spent and ad spend has been a hot topic with the conventional web before it became an issue on the mobile web. But over time, ad spend has increased and has gotten more in line with time spend on the conventional web. All of this is to say that I have seen this movie before, and I am confident that mobile ad spend will ultimately catch up to be more proportionate with time spent.

Q You talked a bit about one of the challenges facing media companies today being the tug between short-term (meeting operational goals) and the long term (having a innovation mentality). Can you talk a bit more about what you meant and the implications?

A As a media company with traditional roots and a deep history, we need to evolve beyond historical workflows and distribution systems to innovate for today's competitive market. That is the challenge for companies such as IDG, and it came up during the Digital First panel at the GPLM. Unlike a pure play that is fueled by venture capital, IDG must compete like a modern company but also has to hit shorter term revenue and profit goals to sustain our business. I will say that we are realistic, and, as a private company, IDG has the benefit of being able to think and act long term, so the short-term pressure is not as bad as it would be at a public company. The fact that we are private and also that our culture is very forward-looking has enabled us to navigate through the modern media landscape relatively well while continuing to "pay the bills."

Q Customers are turning increasingly to automated buying platforms for online advertising. What are the implications for IDG and its sales efforts?

A As Google drives the display ad market toward automated buying as it did in search, IDG is well positioned. We have a dedicated business in this area with the IDG TechNetwork in the U.S. and similar businesses in the U.K. and Germany. We have the capabilities to be very successful in this new arena not only with our networks, but in leveraging these network capabilities to generate incremental revenue with our core media businesses. By employing data-driven strategies, we can offer highly targeted advertising that yields higher response rates. And, we can target our users when they leave our sites, increasing the amount of inventory that we have to sell. But the larger point here is that the market is evolving to be more "programmatic," and as category leaders, we must compete here and offer branded solutions to our marketers. As with other areas, we cannot concede this vital part of the market to intermediaries or venture-backed start-ups.

Q What were some of the highlights of this year's GPLM?

Continued on page XYZ

continued from page 1

Global Product Line Meeting

*IDG Chairman **Pat McGovern** talks with **Maryfran Johnson**, editor-in-chief, CIO magazine and Events, during a break.*

U.S., tablet-optimized websites based on RSS feeds from IDG Germany and IDG Global Solutions' largest data targeting campaign to date. "All around the globe we're focused on producing great products that make our customers successful. We're not focused on the past, but looking forward…that is IDG," Carrigan told attendees.

Carrigan went on to outline five key priorities for FY13 and beyond. These include:

- A strong focus on consumer and SMB.
- Mobile.
- Data-driven strategy.
- Marketing services.
- Events and digital services.

*IDG Global Solutions Managing Director **Kumaran Ramanathan** (left) chats with **Neil Michael**, VP, IDG Global Solutions (center), and **Dan Shaw**, director, Media Services, IDG U.K.*

Noting that "this in no way diminishes our commitment to the BtoB side of things," Carrigan said that FY13 would see a strong focus on turning around the consumer side of the business with new properties and a new sales approach. He told attendees that "our focus must be on developing mobile solutions that delight our users and our advertisers." With regards to data, "it is becoming the focus of the universe we serve," he said. "Most publishers aren't leveraging the data they collect. Here's where we can succeed like no other publisher by leveraging our data to create advertising opportunities and user engagement."

Calling IDG "the only truly global multimedia platform company in our industry," Carrigan said IDG's marketing services advantage huge. And noting that the events space offers a big opportunity to IDG business units and partners worldwide, Carrigan encouraged attendees to be aggressive in launching new events.

PHOTOS BY IDG WORLD UPDATE

*(L-R): **Magnus Hoij**, editor-in-chief, IDG Sweden; **Anne McCrory**, VP, marketing and content, Events, IDG Enterprise; and **Shanna Cito**, director, Sponsorship Sales, IDG World Expo, participated in a discussion hosted by **Paul Kent**, VP/GM, IDG World Expo, that focused on top trends in events.*

Next to take the stage was IDC's Kirk Campbell, who shared IDC insights into leading technology trends and growth opportunities. Campbell said that what IDC is calling "the 3rd platform" — built on mobile devices, networks and apps, cloud services, social networking and big data technologies — will drive the bulk of IT industry growth between now and 2025 and beyond. Noting the strength that can be leveraged across the company, Campbell told attendees that "IDC is very interested in collaborating with IDG business units to drive growth and mutual success."

In a presentation titled, "Small Screens, Big Opportunities," IGS' Matt Yorke shared key findings from the group's 2012 Mobile Survey, conducted earlier this year and focused on the huge opportunities presented by

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Global Product Line Meeting

mobile. With users devoting approximately 10% of their time to mobile devices but mobile garnering only about 1% of ad spend, Yorke said that advertisers are currently "massively underestimating the mobile opportunity" and predicted that it is "ultimately going to be an absolutely enormous market."

IDG Research's Janet King provided an overview of her group's most recent audience survey, done in partnership for the first time with IDC and called the IDG Echo Effect. The survey was fielded during July and August among visitors to IDG websites worldwide. Ultimately almost 14,000 IT decision makers in 13 countries participated. Among the key findings:

- Buyers rely on tech sources including websites (79%) and publications (60%).
- Social media plays an important role in brand advocacy with 46% of respondents indicating social media channels positively influence their willingness to recommend a company and 45% saying it improves the likelihood of purchasing from a particular company.
- Interest in video is widespread and viral with 93% of respondents indicating they watch tech-related video and 72% saying they forward, share or post tech-related videos.
- Trust drives clicks in search with 88% of respondents saying they are more likely to click on a link from a familiar trusted source.

"The bottom line is trusted brands matter — that's the common thread," King said. "And the good news is we can deliver trusted brand experiences across the whole range of our owned and operated sites."

On the second day attendees were treated to an informative and entertaining discussion called "How Digital, Social and Mobile Technologies Are Changing Our World" by Jeffrey Rayport, managing partner at MarketspaceNext and a member of IDG's board of directors.

IDG Enterprise Chief Content Officer **John Gallant** moderated a popular panel discussion entitled, "Being a Digital First Company" that featured **Michael Beilfuss**, publisher, member of the executive board, IDG Germany; **Kit Gould**, CEO and managing director, IDG U.K.; **Aaron Jones**, CTO, VP, product development, IDG Consumer & SMB; and **Line Ørskov**, editor-in-chief, IDG Denmark. The group talked about what IDG has done well so far, identified the big game-changers in media that will challenge IDG's way of doing business. speculated on what IDG needs to do to make "digital first" a rallying cry for the future of IDG and the media business.

Small breakout sessions focused on a range of editorial, sales and marketing, mobile, technology and events topics, all conducted by IDG colleagues save for one panel with external clients and agencies talking about challenges and opportunities in mobile marketing.

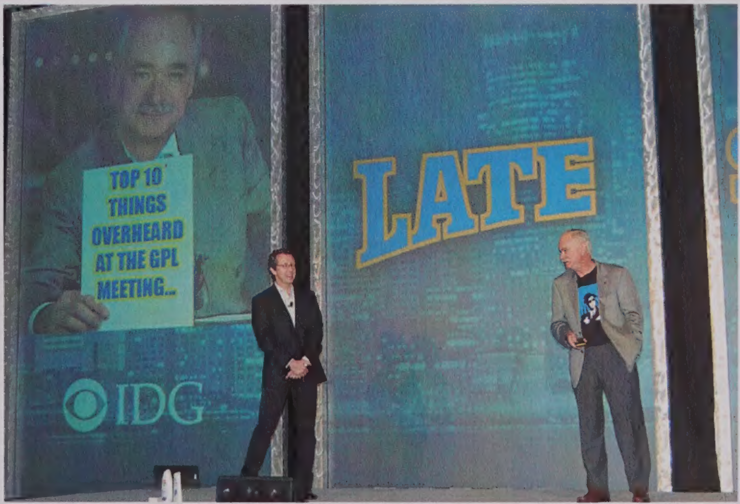
Another very popular session, the annual Great Ideas Express, featured nine presentations, each no more than five minutes in length, detailing a range of products and services that are getting good results at the business and replicable by other business units.

FORWARD
IDG

PHOTOS BY IDG WORLD UPDATE

Colleagues participate in a breakout session focused on mobile during the Sales and Marketing Action Session.

Following the first full day of the meeting, attendees enjoyed dinner and dancing at Boston's House of Blues. A highlight of the evening was a surprise banjo performance by Bob Carrigan, who joined the band for a cover of the Rolling Stones' classic, "You Can't Always Get What You Want."


TOP 10 THINGS OVERHEARD AT THE GPL MEETING...
LATE
IDG

As has become his tradition, IDG International Publishing Services President & CEO ***David Hill*** *(right), closed the meeting with a light-hearted recap of the Top 10 Things Overheard at the GPLM.*

Presentations and many more photos from the meeting are available on IDG Central.

noteworthypeople

Promotions

Triebel

IDG WORLD UPDATE

After a brief period as deputy publishing manager, **Jonas Triebel** is now **IDG Tech Media GmbH** publishing manager. He was previously head of database operations with IDG Business Media GmbH. "Over a very brief period of time, Jonas quickly mastered the demands of his new duties, successfully giving diverse ideas for further advancement of the publishing division," said IDG Germany CEO **York von Heimburg**. "It is the result of many years of careful, strategic personnel development at IDG that we were able to fill this important position at the helm of IDG Tech Media GmbH internally, not only as an interim solution but also on a permanent basis." IDG Tech Media's interim publishing manager **Michael Beilfuss** will now turn his focus to leading IDG Business Media. "We thank Michael wholeheartedly for the extraordinary commitment associated with the double management position. During his time as interim manager, not only did he reorganize the personnel and conceptual foundation for the division, he also provided new ideas for launching innovative services and marketing tools," von Heimburg said. jtriebel@idgtech-media.de, mbeilfuss@idgbusiness.de

Latchford

IDG Global Solutions Director, International Sales, **Michael Latchford** is now senior director. "Michael has been an outstanding contributor ever since he joined IGS in 2008. He has shown ever-increasing sales leadership in the group and in the accounts he works with," said **Michael Mullaney**, VP, U.S. and APAC, IDG Global Solutions. "FY12 was another stellar year for him, with over $6.1 million booked revenues." michael_latchford@idg.com

Angkatavanich

MATT MIKAELIAN

IGS Program Delivery Manager **Matika Angkatavanich** has been promoted to Director, Program Delivery. "This promotion recognizes the outstanding contribution Matika has made and will continue to make to the organization," Mullaney said. "In the 12 years she has worked at IGS, Matika has consistently demonstrated outstanding quality of work, attention to detail and commitment. We will be consolidating the reporting line for all the IGS U.S. Program Delivery team under Matika. Having the team report to one leader will make us an even stronger organization with clear consistency and visibility in all of our campaigns and programs." matika@idg.com

Josh Grossberg, **IGS** sales executive, has been promoted to manager, International Sales. "In the three years that Josh has been at IGS he has established himself as a pivotal member of the team," Mullaney said. "Starting out in Program Delivery before moving into sales has given Josh a great understanding of the nuts and bolts of our business. Adding this to his consultative and intelligent sales approach has helped him produce a very strong sales year in FY12. His work on the Samsung account amongst others has shown that he is well equipped to take on additional responsibilities." josh_grossberg@idg.com

New employees

Mitra

IDG WORLD UPDATE

IDG Consumer & SMB has hired **Sushmita Mitra** as a copy editor. She was previously a freelance editor and holds a B.A. in English from India's University of Calcutta and a certificate in technical communication from San Francisco State University. smitra@idgcsmb.com

Gebauer

New at **IDG Entertainment** in Munich, Germany, is Editor **Jochen Gebauer**. Previously a freelance journalist, he holds a degree in American studies from Johannes Gutenberg University in Mainz, Germany, and enjoys crime fiction, classic movies and American football ("strictly as a spectator"). jgebauer@idg.de

Paquette

JOE MOLA

Previously a regional sales manager with Pease and Curren, Inc., **Conrad Paquette** joins the **CIO Executive Council** as enterprise director. He holds a B.S. in communication with a minor in business management and history from Eastern Connecticut State University and enjoys golf and martial arts and earned a black belt in tae kwan do earlier this year. cpaquette@cio.com

O'Neil

JOE MOLA

John O'Neil is **IDG Enterprise**'s new client relationship manager, coming from Windstream where he was a senior account manager. A graduate of Rhode Island's Providence College, he holds a B.S. in business management. In his free time he enjoys playing tennis. joneil@cio.com

Asher

IDG WORLD UPDATE

IDG Global Solutions' San Francisco office has hired **Chris Asher** as West Coast international sales director. He was previously executive sales director with Geeknet. A graduate of Marist College in Poughkeepsie, N.Y., he holds a degree in advertising. Away from the office he enjoys guitar and playing soccer. chris_asher@idg.com

Azza

PETER SHORT

New at **IDC Framingham**'s Industry Major Accounts group is Account Executive **Andrea Azza**. Previously a customer manager with Centage Corp., where she was Top Salesperson for 2012, she holds a B.A. in economics from Stonehill College in Easton, Mass., and an M.A. in human factors and information design from Bentley College in Waltham, Mass. In her free time she enjoys working out and listening to country music. aazza@idc.com

Rolon

IDG TechNetwork's New York office has hired **Christina Rolon** as a digital operations coordinator. Previously a training specialist at New York University's Langone Medical Center, she holds a B.A. in communications and media studies from Fordham University and enjoys travel, cooking and singing. christina_rolon@idgtechnet.com

Returning employees

Fiona Macrae returns to **IDC U.K.** as an account director after eight years of working with her husband in their own market research business. She began her IDC career as a research analyst with the Western European PC team and eventually moved into a sales position with the Global Selling Europe team. A graduate of Liverpool University, she holds a B.A. in philosophy and politics. In her free time she enjoys yoga, reading and "ferrying my four children around to soccer and hurling matches." She recently completed her first 10K run in just over an hour — "not bad for 40-plus!" fmacrae@idc.com

All business units may send information for the Noteworthy page to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Frank Gens *IDC*

16
Raymond Boggs *IDC*

14
Kevin Dunne *IDC*

13
Nancy Wyatt *IDC*
Sabrina Teteau *IDC France*

12
Matika Angkatavanich *IDG Global Solutions*
Andrzej Gontarz *IDG Poland*
Mikael Lindkvist *IDG Sweden*
Alexandra Heymowska *IDG Sweden*

11
Ai Collins *CXO Media*
Barbara Fassiadou IDG Germany

9
Federico Amprimo *IDC Peru*
Ernest Lefebvre *IDC*

8
Michael Bucken *Computerworld*
Robert Parker *IDC*

7
Eric Newmark *IDC*
Neil Michael *IDG Global Solutions EMEA*
Nick Sundby *IDC U.K.*

6
Ebenezer Obeng-Nyarkoh *IDC*
Alys Woodward *IDC U.K.*

5
Andreas Udo de Haes *IDG Netherlands*
Kaoru Fukuda *IDC Japan*
Maria Maydell *IDG Global Solutions EMEA*

4
Shane O'Neill *CXO Media*
Nicole Catatao *IDG Connect*
Stephanie Crossland *Network World*

3
Steve Marshall *IDG U.K.*

2
Piyush Ailawadi *IDG Enterprise*
Michael Sandor *IDG TechNetwork*
John Sundström *IDG Sweden*
Shane Brown *IDC Canada*

1
Huibert Keijenberg *IDG Netherlands*
Christine Wong *IT World Canada*
Markus Gruvensjö *IDG Sweden*
Deena Punja *IDG U.K.*

Vote for the 2013 IDG Calendar photos

2013
Calendar Contest

Click on the IDG Photo Calendar Contest link on the home page of IDG Central to vote for the 12 pictures you would like to see in the 2013 IDG Employee Photo Calendar. Online voting runs Oct. 8 to Oct. 19.

The 40 photos that made it to the final stage received the most votes in a preliminary screening by employees at IDG International Publishing Services.

(Note: Over the past few days the photos have been better optimized for the new slideshow voting platform. If you had difficulty viewing the photos last week and did not submit your votes, please try again.)

The photographers whose photos finish in first, second and third place based on total number of votes will receive $300, $200 and $150, respectively.

Results of the calendar contest will be announced on IDG Central on Oct. 22. Calendars will be mailed to business units worldwide in late December.

High-altitude setting suits sales team

IDG Germany gathered its sales teams for an all-hands-on-deck meeting in the Austrian Alps late last month. The two-day meeting included a case-study competition, cross-company training workshops and a session with Verena Bentele, a 12-time Paralympic gold medalist and four-time biathlon world champion. Blind from birth, she now works in management training, speaking on trust, reliance and pushing boundaries. The meeting concluded with an alpine hike.

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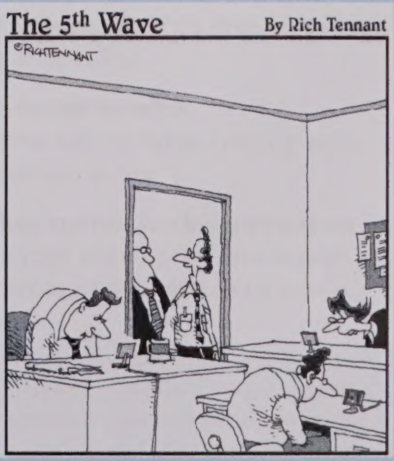
One on One

A Without calling out any specific idea or strategy, I walked away from the GPLM feeling as though we are all on the same page regarding our digital and event future. Through all of the sessions and in my interactions during the coffee breaks and meals, it was very apparent to me that we have a very smart and forward-looking group of employees who are embracing the opportunities — while dealing with the challenges — regarding our digital and events future. ■

Cartoon caption contest winner

Congratulations to IDG World Expo's **Christopher Lee**, whose caption was selected in a random drawing of all entries. Look for the next cartoon caption contest on IDG Central this week.



"And this is our quality assurance team for mobile devices here at Netflix. They're verifying the streaming quality of some Disney movies. Today's movie: 'The Hunchback of Notre Dame.'"
— Christopher Lee

(Rich Tennant's original caption: "Good news: we found PCs that consume less energy.")

unsunghero

Manjunath Siddaiah

Senior Manager, Business Operations

IDC CCR (India)

***Piyush Singh**, managing director of IDC Center for Consultancy and Research (India) named **Manjunath Siddaiah** as his group's Unsung Hero. "Manjunath handles finance, administration, legal compliance and IT at IDC CCR (India) and has done an excellent job managing these functions for over five years. These support functions are critical for the smooth operation of any enterprise and often attract more criticism but less praise. Through hard work and dedication to his job, Manjunath has been able to meet the diverse needs of a rapidly growing organization."*

Home
Bangalore, India

Joined IDC
December 2006

Current title
Senior manager, Business Operations

Primary job responsibilities
Handling accounts and finance, office administration and legal compliance.

Three things I do in a day's work

- Check off my to-do list
- Interact with colleagues to get an update on work assigned to them
- Make a to-do list for tomorrow

What I love most about my job
I love the day-to-day work and interacting with my co-workers.

A hot-button issue I'm dealing with on the job these days
There have been many changes in terms of applicability of taxes on our services and compliance-related work with different government departments. These have proved to be a major challenge — and so has payment collection from vendors.

Latest accomplishment
Completed the business audit for FY2011-12.

Career highlight
I joined IDC CCR as a senior executive, Business Operations. I was promoted to the position of manager in 2008 and to senior manager in 2011. Before that I had worked in finance at a couple of IT companies for six years.

__Manjunath Siddaiah__ manages "support functions that are critical for the smooth operation of any enterprise and often attract more criticism but less praise," said __Piyush Singh__, managing director of IDC CCR (India).

What I'm doing to be a better employee
I just focus on doing my job sincerely and to the best of my ability.

Interests outside the office
I spend time with my family. I enjoy playing badminton with my son.

What others can't tell just by looking at me
I practice yoga and meditate on a regular basis. This helps me to relax and is a great stress-buster.

Is there a person in your busines unit whose quiet contributions help ensure the success of the whole group? Nominate that individual by sending an email to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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Manjunath Siddaiah *IDC CCR*
Piyush Singh *IDC CCR*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - *page 3* | NEWS - *page 4-6* | ANNIVERSARIES - *page 8* | UNSUNG HERO - *page 9*

IDG Netherlands' Insider program yields valuable reader data

Looking to grow its database while strengthening its relationship with its audience, IDG Netherlands has launched an Insider program for its three B2B websites.

SEE MORE ON PAGE 4

Top News

- TechHive covers broad realm of consumer tech
- IDC gathers client feedback at annual GRAC
- IDG World Expo produces new event for TED founder
- One on One: IDC Russia & CIS's Robert Farish
- Unsung Hero: IDG Sweden's Rini Wickberg

IDG Global Solutions' Louise Pearson jumps into high-altitude fund-raising effort.

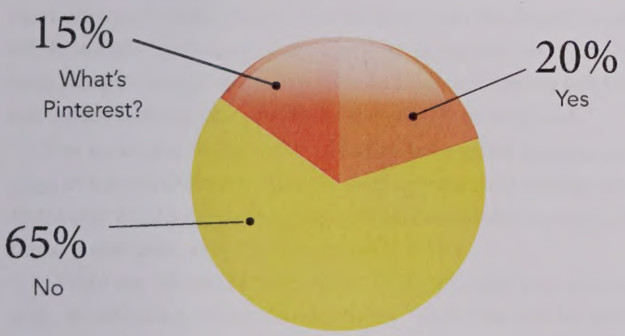
SEE MORE ON PAGE 6

(Cup)Cake Wars! CIO Executive Council employees battle for bragging rights.

SEE MORE ON PAGE 7

Question of the week results

Do you use Pinterest?



Log on to www.idgcentral.com to vote on this week's question:

Apple is rumored to be set to announce its long-awaited iPad mini on Tuesday. That makes you...?

CLICK HERE

This is it! Last chance to vote today

Only hours remain to cast your ballot for the 12 photos you would like to see appear in the 2013 IDG Employee Photo Calendar. Voting will end today at 3 p.m. EST, so you must act quickly. Log on to IDG Central and vote for your 12 favorites. The competition is tight — your vote could make the difference!

2013
Calendar Contest

Wanted: Your business unit photos

A select group of CIOs learned how rock climbing relates to business management during a recent IDG Germany customer event. What's going on at your office? Contribute to the Photo of the Day feature on IDG Central by sending a short description to idgcentral@idg.com.

New TechHive brand covers broad realm of consumer technology products

As a way to offer analysis, insight and conversation to an audience of enthusiasts who build their lives around technology, IDG Consumer & SMB last month launched TechHive. The site covers "cameras, TVs, smartphones, tablets, apps and consumer products in a way we never tackled before [at PCWorld and Macworld,]" said Executive Editor **Jason Cross**. "At TechHive we focus on the ways technology fits into our daily lives."

The official launch comes on the heels of a TechHive beta site created in June.

TechHive is a response to the fact that technology is now much more than just PCs and Macs, said IDG CSMB SVP/Editorial Director **Jason Snell**. "The PC and Mac brands are well-known and have been around a long time," he said, "but they don't necessarily match up with some of the most exciting stuff that's going on in technology right now. So we created a third brand to live alongside them."

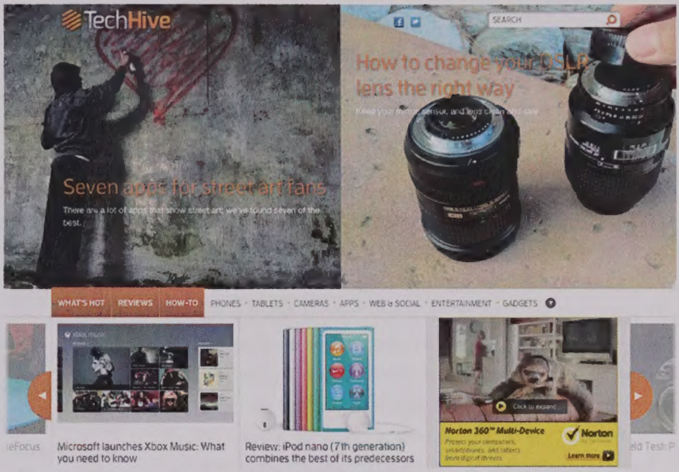
According to Cross, TechHive's target audience is much broader than that of PCWorld and Macworld. "There are millions of people who use consumer technology," he said. "There are people who have a smartphone and a computer and a digital camera who don't read tech blogs for the latest breaking IT industry news and don't care to. They like and use technology in their daily lives and want to know what are the best products to buy and what they can do with them."

TechHive does report news, but it is not the focus of the site, Cross said. "We don't aim to be first to break news stories. TechHive's competitors are primarily in the world of broader technology: CINet, Engadget, Gizmodo, The Verge, sites that focus on hard-core tech enthusiasts who want to know the latest news. While we will have news stories with analysis, our main goal is to help people decide what products to buy and how to use them better, something that the other sites don't do very well."

For example, readers can get advice on good grocery shopping or bargain hunting apps, as well as what technology tools to take to a tailgating party, such as wireless boom boxes, solar battery chargers, and thermoelectric coolers.

TechHive allows its sister sites, PCWorld.com and Macworld.com, to refocus on their core markets. "TechHive lets us spread our wings and cover the broader realm of technology products while Macworld and PCWorld focus on being the go-to brands for Apple and PCWindows coverage," Snell said. TechHive stories may appear on the Macworld and PCWorld sites and possibly their print versions, but Snell said there are no plans to launch a print edition of TechHive.

While TechHive was being created, its two sister sites were redesigned to show a clear relationship with TechHive. Visually, the three sites now look similar. Behind the screen, all three sites share a single content-management system with cross-platform integration and HTML5. The new CMS pushes the same content to any screen, be it desktop, tablet or smartphone. San Francisco-based Mule Design began creating the initial design in February.



How to change your DSLR lens the right way

Seven apps for street art fans

There are a lot of apps that show street art; we've found seven of the best.

Microsoft launches Xbox Music: What you need to know

Review: iPod nano (7th generation) combines the best of its predecessors

TechHive traffic is at 60,000 and 80,000 unique viewers per day, with 30% of the site traffic coming from mobile devices.

Each site uses the same tools and back end so they can all share content. "While many editors are focused on one of the three brands, we're all working together and many people will be producing content for two or even three sites" Cross said. Among the members of the editorial team who dedicate "most of their days" to TechHive are Associate Editor **Amber Bouman**, Senior Editor **Jackie Dove**, Senior Editor **Tim Moynihan**, Senior Editor **Melissa Perenson** and Assistant Editor **Armando Rodriguez**.

Site traffic has been steady at between 80,000 and 100,000 page views and between 60,000 and 80,000 unique viewers per day, with 30% of the site traffic coming from mobile devices.

"We're tweaking our processes and organization to help all three sites work together more easily and efficiently, but growth in traffic will come from more product coverage, better site and brand recognition, better SEO and continual tweaks and fixes to the site and the back-end database," Cross said.

User response to TechHive and the redesigned Macworld and PCWorld sites has been "very interesting," Cross said. "PCWorld and Macworld got a fair amount of complaints initially from people who don't like change, but that settled down after a couple of weeks." Vendors such as Vizio are "genuinely jazzed" about TechHive, he said, as it is a brand that fits their products better." Samsung and Intel are the site's launch sponsors.

Contact Jason Cross. ■

OneonOne

Robert Farish

IDC Russia & CIS Countries

The regional director of IDC Russia and CIS (Commonwealth of Independent States) is this week's columnist. Reach him at rfarish@idc.com.

IDC Russia & CIS at a glance

Established 1996

Number of employees 27 in Russia, 9 in Kiev, Ukraine, 8 in Almaty, Kazakhstan.

Number of 2012 events 30 multi-vendor road show events and 20 single-vendor custom events in Moscow, St Petersburg, Novosibirsk, Yekaterinburg, Kazan, (all in Russia), Almaty, Astana (Kazakhstan), Baku (Azerbaijan), Kiev (Ukraine).

Countries covered by IDC research Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Turkmenistan, Tajikistan, Ukraine and Uzbekistan

Notable fact December 2012 will be the 20th anniversary of the publication of IDC's first report on the Russian market (then the USSR).

Q How is the Russia/CIS IT market faring in 2012, and what are the prospects?

A Russia, Kazakhstan and Azerbaijan are all economies sustained by the export of oil and natural gas. This means these governments still have plenty of money to invest in IT. In all three cases this has helped them grow much faster than the global average. Providing the world doesn't end its love affair with the airplane and the automobile, we think that growth and IT investment will continue here for the foreseeable future. Since 2009, companies seem to be more focused on this region than ever before as there are fewer and fewer markets around the world that are still growing.

In Russia there is a lot of investment around new datacenter facilities. The country suffers from a huge deficit of modern commercial buildings of all kinds, and for a country the size of Russia there is a very small number of specialist datacenters. This is driving investment for all kinds of products from power systems through to management software.

Another trend is the automation of business processes. Interest in ERP software arrived late in Russia, but customers are now embracing it with enthusiasm. We are seeing annual growth rates of over 40% for applications like business analytics, customer relationship managerment and supply chain management.

Within our region our other hot spots are Kazakhstan and Azerbaijan. In these markets state-led investments play a particularly important role. Our biggest achievements in these countries have been in the area of events, where we are growing very quickly. In 2011, we held our first event in the Kazakhstani capital Astana that focused on IT in Government. In 2012, we held our first event in the Azerbaijani capital of Baku.

Q What kinds of issues are top-of-mind for your customers these days?

A As in most countries, user organizations here are very interested in exploring what cloud computing really means for them. We have organized quite a number of briefings on the subject. In Russia customers have been very wary of any kind of outsourcing, so cloud is at the same time intriguing and a bit scary. It is one of the hottest topics for our customers, too.

At a more general level for IDC's customers the challenge is to make sure that they benefit from growth in the economy and in IT spending. This is not an easy market to operate in; not all the international big-name IT suppliers are able to achieve the same shares here as they do worldwide. Our customers are also challenged with how to grow profitably in Russia. This can be an expensive place to do business.

Q What portion of IDC Russia/CIS's revenue comes from events?

A We do about one-third of our business from events. The balance of our business between the three core areas — research publications, custom research and events — is constantly changing. To a large extent it depends on how the large IT players carve up their marketing budgets. It has certainly been a trend in the last couple of years that we are increasingly engaging with customers at a local level on event projects, and research discussions are happening at the regional level. My view is that IDC has to be strong in all three of these areas to reflect the needs of our main customers. The more popular and respected our research, the stronger brand we have to promote our events.

Q What are IDC Russia & CIS' biggest opportunities locally?

A We have a great events-organizing capability in this part of the world. I think there are new geographies and new event formats we could try that will help us to continue to expand in that area. Russia's ambitions to diversify its economy and invest more in IT should generate more opportunities for IDC. Certainly markets that IDC measures are more in vogue in Russian government circles now than ever before.

Q You are from the U.K. but have worked for many years in Russia. What makes working for IDC there different from other countries?

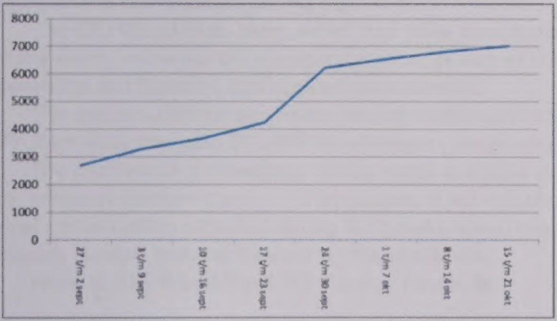
A Since we often work with multinational companies, I guess there are plenty of similarities. Let me give you one minus and one plus. On the downside, as researchers, we do struggle with the reluctance companies here have about releasing information about themselves. A big part of our work is just collecting market data as there are often no alternative sources. On the plus side you meet with a lot of companies here doing something new and interesting. The environment here is still fluid enough for people to make a very visible impact. There are lots of pioneers. ■

IDG Netherlands' Insider program yields valuable reader data

Looking to grow its database while strengthening its relationship with its audience, IDG Netherlands launched an Insider program for its three B2B websites at the end of August. The free program offers various levels of access to content and services based on how much information the user is willing to supply.

"We believe that to be successful in B2B it is essential that we know our audience and that we build and strengthen our relationship with our readers. Insider gives us insight and information about this group, which is crucial for lead generation, serving the right content and generating visitors for our events," said **Maringo Vlijter**, publisher, B2B.

Prior to the launch of Insider, each of the company's B2B sites maintained separate databases that were not linked. "So people visiting our sites had to register multiple times if they wanted to download, for instance, white papers on Webwereld, Computerworld and CIO," explained **Gabriella Meijnckens**, manager, Marketing & Events, B2B. "With Insider, we have consolidated all the databases into one and introduced single sign-on access across all of our sites." Not only does this simplify the user experience, Meijnckens said, but "it allows us to market to the entire database at one time."



Number of Insiders since the start at the end of August.

The most basic registration, which requires users to supply their first and last names, an email address and gender, allows users to post comments to news stories and other content and opt to receive any (or all) of the three brands' newsletters. In order to download white papers or any of the gated content, users must supply additional information including: company name, size and industry; phone number; job title; size of IT budget; level of decision making authority; and areas of interest.

In order to encourage readers to register for an Insider account, "our content needs to be of great interest and high quality, providing readers with information that they absolutely need to have in order to be successful professionally. So we're primarily aiming to gate analysis of developments in IT, background stories concerning both technology and management and opinion pieces written by our senior writers and editors," said **Jan Willem Sanders**, a freelancer hired to serve as data generation manager, who noted that gated content also needs to be unique.

PHOTO BY HANS KLUPPEL

*L-R): **Huib Keijenberg**, manager, Online Development & IT; **Gabriella Meijnckens**, manager, Marketing & Events, B2B; **Robert Riphagen**, campaign manager, lead generation; and **Jan Willem Sanders**, freelance data generation manager. Not pictured: **Steven Dijkerman**, senior developer.*

"Readers aren't likely to register and sign in to read plain news stories that they can read elsewhere without the hassle, so we're not gating that."

Identifying exactly what content works to draw readers in is proving something of a challenge, Sanders said. "Some of the content we have gated falls into the 'nice to know' as opposed to 'need to know' category. But we're working hard to improve this, and the great thing is that in the digital age, we can measure what works and what does not."

One of the key goals of this new program is to triple the number of core decision makers enrolled in the Insider program in the first 12 months, Sanders said. "These people, who have what we are calling a Most Valuable Profile (MVP), are IT decision makers in larger companies and are most in demand by our clients," he said. The Insider content we provide is specifically written for this target audience.

Because only a small percentage of the database

continued on page 6

IDG World Expo produces new event for TED founder

IDG World Expo's reputation for producing successful events brings the business unit into some interesting circles. When IDG World Expo President & CEO **Mary Dolaher** heard that Richard Saul Wurman, creator of the renowned TED conference that brings together creative thinkers in the areas of technology, entertainment and design, was planning a new event, she contacted him.

"Richard knew [IDG Chairman] **Pat McGovern** from the early days when he started the TED conference, and he wanted to work with us based on our experience and because of his high regard for Pat," Dolaher said.

(L-R): Jeffrey Katzenberg, Richard Saul Wurman and Norman Lear converse at WWW.

Held Sept. 18-20 in Redlands, Calif., the WWW Conference was designed to be a gathering of the "most interesting and curious minds in the world engaged in immersive and improvised conversation," according to its website. "It celebrates the 21st century while drawing attention to the new patterns and convergences affecting our heath and that of our planet."

The conference featured visionaries and industry leaders such as musicians Yo-Yo Ma and Will.i.am, TV producer Norman Lear, film CEO Jeffrey Katzenberg, architect Frank Gehry, MIT Media Lab founder Nicholas Negroponte, *The Simpsons* cartoonist Matt Groening and New York Times op-ed columnist David Brooks.

The format consisted of pairing two or three notable individuals from diverse professions who were prompted by a question and then engaged in a conversation lasting from 10 to 50 minutes.

The IDG World Expo team, which had three months to prepare for the event, managed the speaker program, as well as conference operations and logistics, and secured sponsorships.

The onsite audience was limited to the auditorium's capacity of 299. Each attendee paid $16,000 for admission, meals and lodging.

The conference proceedings will be made available via a tablet app across all platforms and in 10 languages. It will include additional conversations captured during the breaks, visual imagery and uniquely curated material focused on the presenters.

Write to IDG World Expo SVP Carolyn Rauch. ■

IDC gathers client feedback at GRAC

IDC recently wrapped up its 21st annual Global Research Advisory Council (GRAC), a gathering that embodies IDG's sixth Corporate Value: "Keep close to our customers." Held in Boston (Oct. 4) and San Francisco (Oct. 9), the invitation-only GRAC is IDC's premier customer event, connecting IDC senior management and analysts with representatives from industry heavyweights such as IBM, HP, Microsoft, Oracle, Cisco and many more.

This year's council attracted a total of 120 top clients. IDC President and CEO, **Kirk Campbell** opened the event with an in-depth overview of what's new at IDC and the key investments being made within the organization.

"GRAC is IDC's flagship customer conference and an important component in our overall planning process," Campbell said. "These discussions provide us with the critical client feedback we need to increase the value of IDC products and services and continue to meet the evolving needs of our customers."

Executive VP and Chief Research Officer **Crawford Del Prete** followed with a comprehensive ICT Market Outlook, and SVP/Chief Analyst **Frank Gens** hosted an interactive best-practice-sharing session, "Optimizing Your Organization for the 3rd Platform Era."

Later in the day, SVP/ U.S. Insights and Vertical Markets Research **Meredith Whalen** led a discussion around the impact of cloud, big data/analytics, mobility and social on the CIO. IDC's Four Pillar coverage (mobility, cloud, social business, and big data/analytics) served as a common thread throughout the GRAC presentations.

After some additional afternoon breakouts, the event continued with an international panel of IDC executives — moderated by Executive VP/ International Business Units **Philippe de Marcillac** — presenting their research and insights on emerging markets in Asia/Pacific; Central and Eastern Europe, the Middle East and Africa; and Latin America and the impact of the Four Pillars on ICT spending.

Gens delivered his traditional GRAC wrap-up, succinctly summarizing attendee feedback and identifying the key event takeaways.

Overall, GRAC 2012 received very positive customer reviews, with the majority of attendees rating the event as "excellent." One senior executive even commented: "This is the best conference I attend!"

Contact Marketing Director Patrick Gorman. ■

IDG World Expo wins Art of the Show awards

IDG World Expo received more first-place awards than any other event organizer or association in the International Association of Exhibitions and Events' (IAEE) Art of the Show competition for 2012. The awards program celebrates creativity in the events industry, with 15 categories of awards spanning three show sizes. This year's competition drew 199 entries from the U.S., Canada and England.

IDG World Expo has been well represented in the IAEE awards program since its inception. The business unit's 2012 honors are:

Winner: Show Daily: Over 150,000 net square feet (nsf)
E3 2012

Winner: Show Photography: Under 50,000 nsf
Macworld/iWorld 2012

Winner: Sponsorship Development Program: Over 150,000 nsf
E3 2012

Honorable mention: Attendance Promotion Brochure: Under 50,000 nsf
Macworld/iWorld 2012

Honorable mention: Print Advertising: Under 50,000 nsf
Macworld/iWorld 2012 ■

IDG Global Solutions' Louise Pearson dives into fund-raising!

IDG Global Solutions Program Delivery Assistant **Louise Pearson** took her charity fund-raising effort to new heights this month jumping 15,000 feet from a helicopter and collecting £456 (US$733) for DementiaUK.

Pearson said she took her inspiration from a family member, recently diagnosed with dementia, and a reality show called "I'm a Celebrity…Get Me Out of Here!" which features a group of celebrities jumping from an airplane to remote locations. "I guess it was just one too many conversations in which I kept telling friends that I wanted to try skydiving like those celebrities," Pearson said. "I got in touch with a company called Skyline and booked the jump, and they put me in touch with a company called DoItforCharity.com so I was able to collect charity donations online."

Pearson said she originally signed up for a 10,000-foot skydive and began to solicit pledges from family, friends and IGS colleagues. On the day of the jump, however, she changed her mind and elected to do a 15,000-foot jump, which afforded her a 60-second free fall. "The view was spectacular," she said, "you could see Stonehenge, the Isle of Wight, Portsmouth and Southampton docks.

"The experience was amazing and exhilarating and it all happened so quickly there was no time to get nervous. It took 20 minutes to reach 15,000 feet, 60 seconds free falling for 10,000 feet and then four minutes to float back to the ground with a parachute. It was over so quickly—I just wanted to get up and do it again."

Pearson said she is grateful to everyone, including her IGS U.K. colleagues, who supported her fundraising effort. "Without them, it wouldn't have been possible!"

Contact Louise Pearson.

***Louise Pearson**'s first tandem skydive included a 60-second free fall, which looked to be too much for her instructor.*

***Pearson** inside the helicopter on her way up.*

And once again, safely back on the ground.

Voting ends today!

2013
Calendar Contest

You have until 3:00 p.m. EST to cast your votes for the 12 photos you would like to see in next year's Employee Photo Calendar.

The competition is stiff and only a few votes separate the top 12 from the many photos vying to break into that group. Your vote could make the difference!

Log on to IDG Central and vote before it's too late!

CLICK HERE

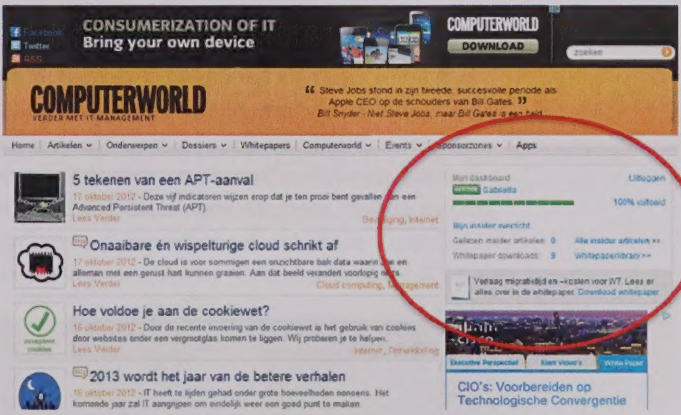
Continued from Page 4

IDGNL Insider

meet the MVP criteria, Sanders said the team is looking for other ways to monetize the larger group. "We can segment our audience and target IT pros and IT managers from smaller companies and sell SMB leads for IT jobs, IT training courses and targeted products," he said.

Among the enhancements planned for the Insider program is the addition of a personal briefcase where readers will be able to store articles and other pieces of content for future reference. "We also plan to introduce an email engagement flow, which will, over the course of several emails, explain all Insider features and available content. This flow will be triggered once a reader registers on the site. A very welcome side effect of this Insider project is the fact that we had an average growth of almost 2% in newsletter subscriptions throughout the B2B brands," he said.

For more information about IDG Netherlands' Insider program contact Gabriella Meijnckens. ■



"Steve Jobs stond in zijn tweede, succesvolle periode als Apple CEO op de schouders van Bill Gates."
Bill Snyder - Niet Steve Jobs, maar Bill Gates is een held

5 tekenen van een APT-aanval
17 oktober 2012 - Deze vijf indicatoren wijzen erop dat je ten prooi bent gevallen aan een Advanced Persistent Threat (APT)
Lees Verder
Beveiliging, Internet

Onaaibare én wispelturige cloud schrikt af
17 oktober 2012 - De cloud is voor sommigen een onzichtbare bak data waarin Jan en alleman met een gerust hart kunnen graaien. Aan dat beeld verandert voorlopig niets.
Lees Verder
Cloud computing, Management

Hoe voldoe je aan de cookiewet?
16 oktober 2012 - Door de recente invoering van de cookiewet is het gebruik van cookies door websites onder een vergrootglas komen te liggen. Wij proberen je te helpen.
Lees Verder
Internet, Ontwikkeling

2013 wordt het jaar van de betere verhalen
16 oktober 2012 - IT heeft te lijden gehad onder grote hoeveelheden nonsens. Het komende jaar zal IT aangrijpen om eindelijk weer een goed punt te maken.

Verlaag migratietijd en -kosten voor W7. Lees er alles over in de whitepaper. Download whitepaper

CIO's: Voorbereiden op Technologische Convergentie

Once a reader registers for Insider, each page on any of the IDG Netherlands' three B2B sites will display that reader's personal Insider dashboard. The dashboard shows the percentage of the profile that has been completed, the number of white papers the user has downloaded and the number of Insider articles he or she has read.

CIO Executive Council colleagues collide in cupcake war

JOE MOLA

***Kelly Garabadian** (l) and **April Ramalho** faced off in a battle of the cupcakes in which the ulitmate winners were their CIO Executive Council colleagues who sampled their wares and crowned a winner.*

In hindsight, the battle that erupted at the CIO Executive Council offices in Framingham last month was inevitable, and its roots go back to the day Enterprise Client Relationship Manager **Kelly Garabadian** joined the group in January 2012. Sales VP **Steve Dodman** sent a note of introduction to colleagues and attached a photo of a cake Garabadian had made, along with a taunt — "Now you have some competition, April."

April Ramalho, a client relationship associate who joined the CEC in November 2011, had developed something of a reputation for herself among fellow staff members as an accomplished baker. With a small home business called A Piece of Cake, Ramalho occasionally baked for colleagues and has been hired by some to create cakes and cupcakes for special occasions.

"Ever since Kelly joined, Steve has been on us to do battle," Ramalho said.

"Steve stirred up a lot of calls from people on the CEC team who were clamoring for a bake-off between us," said Garabadian, who goes by Cupcake Kelly on Facebook. "I don't think they wanted to see who was the better baker so much as they just wanted us to feed them," she joked.

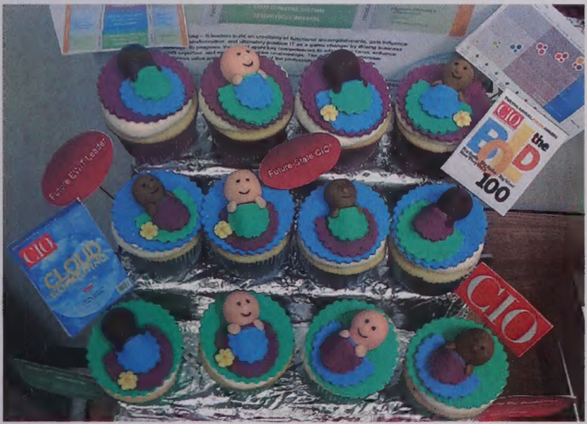
"I just felt I couldn't let the bragging rights go on any longer without tasting the goods," said Dodman, who, along with Garabadian and Ramalho, organized the CEC Cupcake War, which was waged on September 24.

Three categories — creativity, signature (what defines each as a cupcake artist) and secret ingredient — were agreed on. A ballot with three possible secret ingredients was posted on the office refrigerator, and CEC staff voted for bacon (which bested cereal and wine). Both contestants baked a dozen cupcakes in each category. On the day of the competition, almost 100% of the staff (44 of 52 Framingham-based employees) tasted and voted. Results were tallied and shared by **Rari Hilditch**, manager, Communications and Engagement, Leadership Development, and **Ashley Lenz**, Pathways operations manager.

In the end, Ramalho won in the category of secret ingredient for her bacon and beer cupcake, while Garabadian took top honors in creativity for her Future State CIOs cupcake and the signature category for her dark chocolate raspberry confection.

In a confession that throws the results into question, Garabadian admitted to eating two of Ramalho's signature margarita cupcakes (the tasting limit was one-half of a cupcake) — "so yummy, tequila and lime included!"

"What is clear," Dodson said, is that "we need a round two." Garabadian and Ramalho, however, are talking about stretching out in new directions. "We're moving on to other battles," Ramalho said. "I believe Crock Pot Wars and Chili Wars are on the horizon…stay tuned!" ■



***Kelly Garabadian**'s (very!) Future State CIO cupcakes took top honors in the creative category.*

***April Ramalho** won over the crowd with her entry in the secret ingredient category: bacon and beer cupcakes.*

noteworthy

Promotions

Wilde

IDG Enterprise Regional Account Director **Karen Wilde** has been promoted to VP, Custom Services Group Program Development. "Over the past year we've asked Karen to take on significant added responsibilities, including staff management and operational roles," said **Charles Lee**, IDGE SVP, Strategic Marketing Solutions and Custom Solutions. "Karen herself has not only continued to be a top revenue producer for the company but has been instrumental in helping CSG grow year-over-year revenues by nearly 20% and exceeding our profit goals by nearly $1M. Karen has led a team that has exceeded every expectation and challenge. Karen has demonstrated that through strong leadership, hard work, focus, determination and team play that really great things can be accomplished." kwilde@idgenterprise.com

New employees

Elworthy

PETER SHORT

Previously an outside sales representative with Brierly Lombard, **Anthony Elworthy** joins IDC Framingham as a custom solutions representative. He enjoys golf, basketball and "being a great uncle to my nieces and nephews." aelworthy@idc.com

Jehan Jamil joins IDG Framingham as a senior tax accountant. Previously a state and local tax senior associate with KPMG LLP, she holds a BA/BS in accounting from Bucknell University in Lewisburg, Pa., and enjoys learning about other cultures, watching sports and travel. jehan_jamil@idg.com

Previously a senior tax consultant with Deloitte Tax LLP, **Xiao Lin** joins IDG Framingham as a senior tax accountant. She holds an M.A. in taxation from California State University/East Bay in Hayward, Calif. Away from the office she enjoys movies. xiao_lin@idg.com

Elkerbout

New at IDG Netherlands is Sales Marketer **Erica Elkerbout**. She was previously an account manager at media agencies Click District and Sanoma Media and holds a degree in marketing and communications. In her free time she enjoys television, cuisine and shopping. eelkerbout@idg.nl

Cheret

IDG Sweden has hired **Bertrand Cheret** as an IT developer. He was previously a Java and open source consultant with Omicron Ceti AB and studied video games and interactive media at France's CNAM ENJMIN. "Right now my two children take up a lot of my free time, otherwise I like to play and listen to music and work on renovating my house." bertrand.cheret@idg.se

O'Connell

IDG WORLD UPDATE

Previously a freelance copywriter, **Matthew O'Connell** joins IDG Consumer & SMB as an associate editor, Content Marketing. He holds a B.A. in film and writing from Emerson College in Boston and enjoys screenwriting and filmmaking. He produced and filmed the feature film "Night Sounds." moconnell@idgcsmb.com

Please send Noteworthy information to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Lloyd Cohen *IDC*

24
Terri Schafer *IDC*

22
Steve Fontaine *IDC*

21
Steve Pelosi *IDG*
Stephen Hendrick *IDC*

20
Joe Loiselle *IDC*
Jim Farley *IDC*
Maria Lindström *IDG Sweden*

19
Carolyn Johnson *IDG Enterprise*
Sean Weglage *InfoWorld*

18
William Manning *IDC*

17
Gerda Tausch *IDG Germany*
Yasuhiro Watanabe *IDG Japan*

15
Amy Lind *IDC*
Masaaki Moriyama *IDC Japan*
Andrew Glassock *IDG Australia*
Juan Carlos Perez *IDG News Service*

14
Sheryl Hodge *CXO Media*
Carina Nilsson *IDG Sweden*
James Eibisch *IDC U.K.*

12
Ekapat Chareonlarp *IDG TechNetwork*
Jenny Elmqvist *IDG Sweden*
Masato Takeuchi *IDC Japan*
Mike Hyjek *IDC Canada*

11
Erik Klefbom *IDG Sweden*
Sharon Gaudin *Computerworld*
Phil Sargeant *IDC U.K.*

10
Erik Hofslagare *IDG Sweden*

9
Patrick Kenney *IDG Int'l Publishing Services*
Melissa Webster *IDC*
Magnus Aschan *IDG Sweden*
Michael Gerard *IDC*
Tommy Cheung *IT World Canada*

8
Matt Goebel *IDG Enterprise*
Matthew Wintringham *Computerworld*
Jerome Weltsch *IDC*
Kevin Robock *IDC*
Anthony Real *IDC*
Jeff Jedras *IT World Canada*
Hideki Ito *IDG Japan*

7
Monique Caron *IDG Enterprise*
Hendrik Weins *IDG Germany*
Andreaz Engström *IDG Sweden*
Amy Seitz *IDC*

6
Michael Palma *IDC*
Shunsuke Miyoshi *IDC Japan*
Andrew Siozon *IDG Sweden*
Mads Elkær *IDG Denmark*
David Best *CXO Media*
Deborah Rosenthal *IDC*
Mike Simons *ComputerWorld U.K.*

5
Joe Altria *IDG Global Solutions EMEA*
Miriam Olsson Jeffery *IDG Sweden*
Signe Lidén *IDG Sweden*
Chris Kanaracus *IDG News Service*
Nick Barber *IDG News Service*
Christipher Bresnahan *IDG Enterprise*
Nina Carrara *IDG World Expo*
Patricia Gonzalez *IDC Mexico*
Kyra Jones *IDC U.K.*

4
Thomas Friedl *IDG Germany*
Mary Turner *IDC*
Fletcher Guinness *IDG Australia*

3
Lisa Otero *Computerworld*
Matthew Anderson *IDG TechNetwork*
Jon Kabrud *IDC*
Cristina Mello de Luca *Now!Digital Business*
Karsten Linde *IDG Germany*
Belinda Tan *IDG Global Solutions EMEA*
Letitia Austin *IDG U.K.*
Martine Matyus *IDG U.K.*
Zulfiya Getmanchuk *IDC Kazakhstan*

2
Oscar Guzman *IDC Mexico*
Stefan Storm *IDG Sweden*
Linus Isaksson *IDG Sweden*
Julie Gill *IDC U.K.*
Vincent Banks *IDG TechNetwork*
Shanna Cito *IDG World Expo*
Maura Lydon *IDC*
Richard Costello *IDC*
Michael Versace *IDC*
Kuldip Khelia *IDG U.K.*

1
Tobias Wendehost *IDG Germany*
Shimpei Asano *IDC Japan*
Felix Drougge *IDG Sweden*
Boris Halfar *IDG Sweden*
Lauren Kirchberger *IDG Global Solutions*
Kimberly Andrews *Network World*
Linn Huang *IDC*
Maria Klang *IDG Sweden*
Rebecca Merrett *IDG Australia*
Tara Sabanandan *IDG U.K.*

Please send anniversary information to world_update@idg.com.

unsunghero

Rini Wickberg

Program Delivery Manager, Leads

IDG Sweden

*IDG Sweden Head of Customer Intelligence/ Business Manager **Henric Jogin** nominated Program Delivery Manager, Leads **Rini Wickberg** as his group's Unsung Hero. "She handles all our lead generation campaigns by advising our sales teams on delivery; getting campaigns live by gathering assets and coordinating telemarketing, scripts and teaser texts; doing all the marketing; and then qualifying leads and reporting them to clients. Most of this happens behind the scenes, but it's an enormous task, which she does very well."*

***Rini Wickberg** joined IDG Sweden in August 2006.*

Home Stockholm, Sweden

Career path I started at IDG Sweden's Customer Service department managing subscriptions and customer inquiries and also worked as an assistant at IDG Sweden events. I was promoted to client service manager, responsible for online monitoring and optimization including some lead generation campaigns.

Primary job responsibilities Lead generation and promotion, which involves planning, email direct marketing, qualification of leads, reporting and syncing client expectations.

Three things I do in a day's work

- Order and ad registration. I make sure we have received all information necessary regarding all our lead generation campaigns and that the assets are available to us.
- Web banner and email direct marketing development and promotion planning to make sure we deliver within the time frame set up.
- Daily dialogue with sales reps and customers to understand and make sure expectations regarding quality and outcome are being met. This is highly important in order for us to achieve a good lead generation business.

What I love most about my job The variety. I work with everything from statistics to more creative things. Best of all, I get the opportunity to set out our work processes, which means I get to be part of the process from sales pitch to delivery, which I was not able to be before.

Hot-button issue I'm dealing with on the job
Expectation management — handling the entire chain of expectations from seller to client and finally delivery. Our toughest challenge is to meet customers' selections/groups and have them understand how we can provide the best leads.

What you're doing to be a better employee
I always try to be positive and help others, share my opinions and encourage my colleagues. I try to see the big picture, not one based only on an individual product.

Interests outside the office I try to travel whenever I get the chance, preferably to someplace warmer than Sweden. I like to eat and cook good food and spend time at my country house.

What others can't tell just by looking at me
When I was a bit younger I applied to the Sjövärnskårernas National Association (a military skills organization). I was approved, but realized after 10 days it wasn't for me. ■

Nominate an Unsung Hero by writing to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza, 15th floor
Boston, MA 02116
world_update@idg.com

thanksto

The IDG World Update editors would like to thank:

Adele Carter *IDG Global Solutions*
Patty Chisholm *IDG Enterprise*
Kate Coldwell *IDG Consumer & SMB*
Jason Cross *IDG CSMB*
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Robert Farish *IDC*
Kelly Garabedian *CIO Executive Council*
Patrick Gorman *IDC*
Jon Guloyan *IDC*
Henric Jogin *IDG Sweden*
Gabriella Meijckens *IDG Netherlands*
Louise Pearson *IDG Global Solutions*
April Ramalho *CIO Executive Council*
Carolyn Rauch *IDG World Expo*
Rini Wickberg *IDG Sweden*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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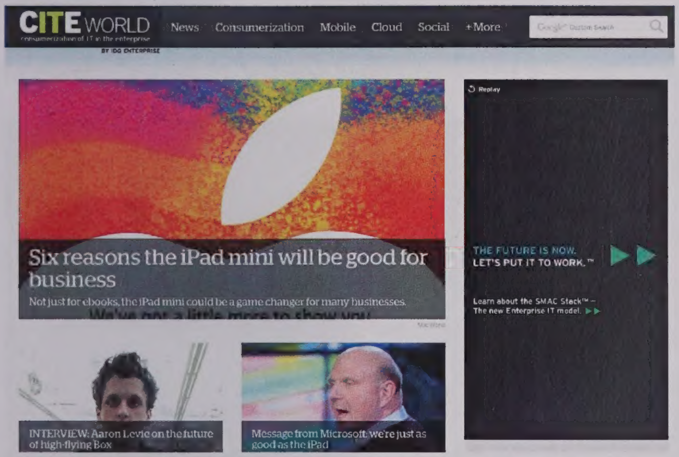
ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | CALENDAR WINNERS - *page 8*


CITE WORLD
consumerization of IT in the enterprise
BY IDG ENTERPRISE
News
Consumerization
Mobile
Cloud
Social
+More
Google Custom Search
Replay

Six reasons the iPad mini will be good for business

Not just for ebooks, the iPad mini could be a game changer for many businesses.

THE FUTURE IS NOW. LET'S PUT IT TO WORK.™

Learn about the SMAC Stack™ – The new Enterprise IT model.

INTERVIEW: Aaron Levie on the future of high-flying Box

Message from Microsoft: we're just as good as the iPad

CITEworld.com covers all forms of consumerization

CITEworld.com aims to be the main resource for covering companies that are trying to make enterprise software available from any device.

SEE MORE ON PAGE 4

Also inside this issue

PC-WELT Windows 8 app selected for MS program

One on one: IDG Vietnam Ventures' Henry Nguyen

Partner profile: Iran's GRSP

Congratulations to the winners of the 2012 IDG Employee Photo Calendar Contest

She Writes
A COLLECTION OF SHORT STORIES

An editor at the IDC Center for Consultancy & Research is among the winners of a short story contest.

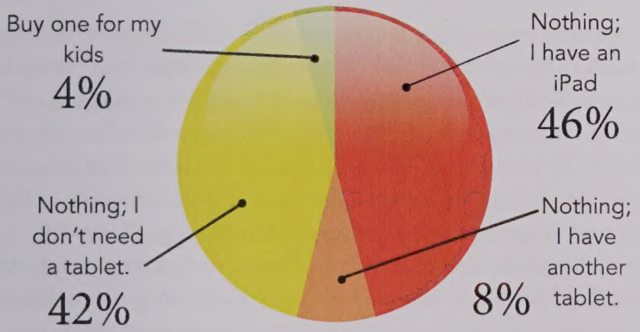
SEE MORE ON PAGE 6

IDC's Framingham-based Human Resources team travels to Boston for training

SEE MORE ON PAGE 7

Question of the week results

Now that Apple has released the iPad mini, what will you do?



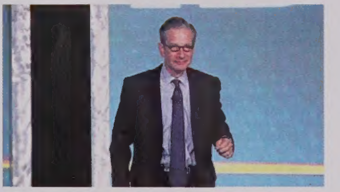
Log on to www.idgcentral.com to vote on this week's question:

What are you dressing up as for Halloween?

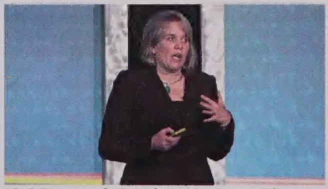
CLICK HERE

Watch GPLM video presentations

IDG Communications CEO Bob Carrigan



IDG board member Jeffery Rayport



IDG Research Services VP Janet King

IDC President & CEO Kirk Campbell

IGS President Matthew Yorke

Laurie Butson, Bob Carrigan and guest

PC-WELT Windows 8 app selected for Microsoft program

Staff can consult with other business units interested in adapting the news app locally

PC-WELT was recently chosen by Microsoft Germany to develop a Windows 8 news app. The free, German-language app, which launched earlier this month, is PC-WELT's first to be included in Microsoft's exclusive Top App Program and was conceived, designed and developed internally at PC-WELT.

PC-WELT's Windows 8 app team included (l-r) Vice Editor-in-Chief **Christian Löbering**, IDG Tech Media Mobile Content Manager **Clemens Fetzer**, Mobile Account Manager **Anton Eder** and Senior Website Manager **Michael Braun**.

PC-WELT pitched the idea of a Windows 8 news app to Microsoft. "Microsoft's Top App Program is limited to a small number of high-performance websites and important industry players," said **Christian Löbering**, PC-WELT vice editor-in-chief. "The program is limited to about 40 apps and gives the creators the chance to develop and launch a Windows 8 app that will be featured by Microsoft." To become a Top App Partner PC-WELT had to show Microsoft its site traffic and magazine sales figures.

PC-WELT's app can only be downloaded through Microsoft's Windows Store and installed only on laptop and desktop PCs and tablets running Windows 8 and Windows RT; users with older versions of Windows cannot use it. All Top Apps will be promoted in the Windows Store, at Microsoft events and included on a list of recommended pre-installations on OEM devices.

While PC-WELT's news app runs solely on the new Windows 8 platform, its content is not focused solely on Windows 8. There are five subject categories including, News, Windows 8, Tests, How-tos and Downloads. Each shows the most recent topical stories published on www.pcwelt.de. The app will appear on the Windows 8 desktop screen and always shows the most current news headline. The app conforms to Microsoft's "strict set of rules for a Top App," Löbering said, "because Microsoft wants the Top Apps to serve as models. Before the launch the app had to pass a large number of Microsoft tests and reviews."

According to Löbering, the app took PC-WELT about two months to develop. "The first challenge was to figure out how to get the pcwelt.de content inside the app," he said. "We decided to create a full-content RSS feed. Our web development team got that up and running very quickly." The second challenge was to understand the new methodology for designing and developing for Windows 8 and then comply with Microsoft's Top App rules. ("This took most of the time," he said.)

The final challenge was to get Microsoft to agree that the app could include ads from the outset. "[Account Manager, Mobile] **Anton Eder** from our Mobile team did a great job with that," Löbering said. Ad management will be handled by Microsoft Advertising, a system Löbering said is similar to Google Adwords.

Löbering said there are two series of tests a Top App has to pass. The first is a design review that evaluates the app's look. "Since my Microsoft contact informed me in advance about the most important points — dynamic tile and font sizes, category color codes and readability, among others — Microsoft only asked me to adjust some of the alignments and spacing." The second test is the app review, which is much more detailed since "each feature of the app is analyzed," Löbering said. Following that he had to make some modifications such as add a 'Not-Found' message if nothing was found with the Search function."

The app had been downloaded 458 times in advance of last week's Windows 8 launch; a smartphone version of the app will be released shortly. Löbering said PC-WELT had no plans to release the app in any other language, "but since the app itself is language-neutral it could be used by other IDG companies to publish their own content. Anyone interested in adapting the app should contact me."

Contact Christian Löbering. ■

OneonOne

Henry Nguyen

IDG Ventures Vietnam

The managing general partner of IDG Ventures Vietnam is this week's columnist. Reach him at hoang_nguyen@idgvv.com.vn.

IDG Ventures Vietnam at-a-glance

Year established 2004

Locations Hanoi and Ho Chi Minh City

Number of employees 30

Investment professionals 19

Website www.idgvv.com.vn

Current number of portfolio companies 39

Primary types of companies targeted Vietnamese companies in the TMT (tech, media and telecommunications) and consumer-driven sectors.

Business plans reviewed in 2012
Henry Nguyen has met with 90 companies; in all the team has met with more than 350.

Q Can you give us a quick summary of IDG Ventures Vietnam's scope of work?

A IDG Ventures Vietnam is one of the leading private equity funds in Vietnam. We have investments in over 40 companies in the tech, media and telecommunications (TMT) and consumer-driven sectors from inception to growth stage of development. Several of our portfolio companies have attained a market-leading position in Vietnam; probably our biggest "hit" has been VNG, formerly VinaGame, which we incubated as a five-person startup in 2004 and which has grown to an 1,800-person company with over $110 million in revenue last year. VNG dominates the online games industry in Vietnam and also operates one of the largest portals and social networking services in the country, Zing.vn. We exited VNG in 2008, with a return of invested capital of over 48x. Other successful investments have been VatGia (e-commerce), GoldsunFocus Media (media), Apollo/British University Vietnam (education) and VC Corp. (online services).

Q What are some projects you're especially excited about?

A A couple come to mind. Vatgia.com is by far the number one e-commerce site in Vietnam, and it's the 10th most-visited site overall. Vatgia is a marketplace site similar to Japan's Rakuten. One thing particular about the Vietnamese market is that, even though there aren't a great deal of end-to-end e-commerce transactions yet (credit card ownership is still quite low), users go online in huge numbers to research products. Vatgia has the biggest consumer Q&A database and has really gained traction as the go-to site for almost any buying decisions. The site gets over 1.2 million hits per day and has 20,000 e-stores. There are already dozens of stores doing more than 1 billion VND ($50,000) in sales per month and hundreds with sales over 100 million VND ($5,000). So, while the overall market size is still relatively small, Vatgia has really positioned itself well for the future.

Another project we're excited about is from one of our leading portfolio companies, VC Corp. They already operate several category-leading sites in music, news and entertainment, and have a major online ad network, AdMicro. But they are currently focusing a great deal of resources on building out online video distribution across the web and mobile devices. There is a huge opportunity to own this market in Vietnam, where traditional pay-TV penetration is still low.

Q What's the overall business climate like in Vietnam today?

A Vietnam has clearly had some economic bumps over the last few years, and it can still be a challenge to operate here in any number of ways — from navigating a still-developing regulatory environment to finding qualified staff for portfolio companies. That said, Vietnam is still growing very quickly relative to many countries, particularly in our chosen sectors, and there have actually been quite a few positive developments this year. Trade balance has improved, currency is stable and inflation is down. We remain very bullish about the near and long-term future.

Q What's changed, either for your company or in the local venture market in general, since IDG Ventures Vietnam opened for business?

A When we started in 2004, the venture capital market was very, very underdeveloped. In fact, there was no local translation for "venture capital." We had to coin the term ourselves. Since then, we've seen the entrepreneurial culture grow tremendously. Younger Vietnamese are totally up to speed with the latest tech start-up news on sites like TechCrunch, and many entrepreneurs we've worked with have already moved on to their second or third startups.

Q How has IDG Ventures Vietnam grown since in 2004?

A We've gone from three partners to 30 employees and two offices, in Ho Chi Minh City and Hanoi. We see close to 500 companies a year and make about four to six investments a year.

Q What's the venture capital financing climate like in Vietnam today?

A There are still not many pure private equity or venture capital funds. But a number of the larger established investment firms do operate in the sectors we focus on. Softbank, DFJ and CyberAgent have been the most active on the ground. We're definitely seeing new players entering the market all the time, from incubators to angel investors. Overall, Vietnam is rapidly becoming a more mature investment environment.

Q Is there anything different about the venture capital business or process in Vietnam com-

continued on page 7

CITEworld.com covers the opportunities presented by all forms of consumerization

IDG Enterprise expanded its CITE brand earlier this month with the launch of CITEworld.com. The three-day CITE ("Consumerization of IT in the Enterprise") Conference and Expo made its debut in San Francisco in March. CITEWorld.com is aimed at IT professionals and business executives who use consumer technologies in the workplace and will offer content that covers enterprise use of tablets and smartphones, BYOD (bring your own device), cloud services, data security, mobile apps and user-focused enterprise start-up firms.

Rosoff

CITEworld.com Editorial Director **Matt Rosoff** said the first CITE Conference established "a great baseline" for the site's areas to cover and let IDGE know there was a great deal of interest in the topic.

"Our mission is to cover the huge new opportunities presented by consumerization in all its forms," he said. "Most people think consumerization simply means mobile devices like smartphones and iPads coming into the enterprise. But consumerization is much bigger than that. Any time you share a file with Dropbox, run a video conference with Skype or Google Hangouts, build a quick Web app to solve a business problem or turn to a tool like Yammer or Campfire to collaborate with colleagues, those are all examples of users taking control of the technology they need to do their jobs."

CITEworld.com aims to be the main resource for covering companies that are trying to make enterprise software easier to use, available from any kind of device and more social, Rosoff said. These companies include Salesforce, Box, Egnyte, Workday, Jive and Google Apps; many older vendors such as Microsoft and SAP are getting on board, as well.

CITE WORLD
consumerization of IT in the enterprise
BY IDG ENTERPRISE

Rosoff and a team of freelance editors post six to 10 stories daily in categories such as News, Business, Cloud, Consumerization, Development, Mobile, Security, Social and Tablets. CITEworld uses the IDG News Service and other IDG publications for some of its content and will also offers vendor white papers and other resources.

Rosoff said IDGE intends to use social media heavily to promote CITEworld.com since "social is a huge part of consumerization." The team posts frequently to Twitter (@CITEworld), and its Facebook and Google+ pages. "We also hold a weekly #CITEchat on Twitter where we ask questions related to consumerization and debate some of the big topics. It happens every Friday at 1:00 p.m. EST/10:00 a.m. PST, and I hope anybody and everybody will join in and ask or answer questions."

Rosoff said he and IDGE "have a very clear vision of what we cover and, equally important, what we don't cover. Our focus and clarity of vision will help us stand out from our competition." He added that the competition does not have the same focus as CITEworld. "Online, there are a few other sites with a focus on the intersection of consumer and enterprise, however they seem to be doing more pure consumer stories. The CITE Conference is pretty much alone in the event space."

CITEworld.com's design and back end were "definitely a big team effort," Rosoff said. "The visual front-end was led mainly by [IDGE Executive Producer] **Matt Goebel** who did an amazing job creating a slick, modern-looking site." He also credited IDGE Quality Assurance Manager **Johanna Himes**, Senior Online Designer **Zach Sullivan**, Managing Producer **Dawn Petersen**, Web Development Manager **Kevin Gerich**, Associate Web Producer **Dave Gradijan** and Senior Software Engineer **Chris Lin** for their work on various aspects of the design, launch, early testing and debugging, as well as Web Producer **Joyce Joly** who put together the mobile site.

> CITEworld.com aims to be the main resource for covering companies that are trying to make enterprise software easier to use, available from any kind of device and more social.

CIO VP/Publisher **Adam Dennison** is leading the CITEworld's sales efforts, and IDGE VP, Marketing & Content, Events **Anne McCrory** leads the organization of CITE events. IDGE held its first CITE One-Day Forum in New York on Oct. 10 and is planning the next full CITE Conference in San Francisco for June 2-4, 2013.

Traffic to CITEworld's beta site more than doubled between August and September, Rosoff said, and "we're on pace to have another record month in October. But the launch is just a point in time, like a wedding. The real work begins after the honeymoon is over."

Contact Matt Rosoff. ■

Partner profile

Iran's GSRP publishes country's No. 1 PC title

Company name: Publishing, Manufacturing & Trading Companies Group (GSRP—Publications Group)

Location: Tehran, Iran

Primary IDG contact: President and Founder **Faramarz Moghadam**

Partner since: 1998

Brands published under license to IDG: PC World Iran (print and online).

Staff: 11

Competitive landscape: PC World Iran has been the clear leader in the local market from its launch in 1975. In 1990, there were five computer magazines titles in Iran. By 2002, that number had grown to 30; today, only seven remain. PC World Iran launched in 1975 as Electronic Magazine. Today, it is the longest running PC title in the local market. In March of this year, it published its 400th issue.

Biggest challenge: Due to a difficult economy, advertising is declining. A number of well-known international brands that were advertising in PC World as recently as two years ago, have disappeared or greatly reduced their presence in PCW Iran. Another challenge is the cost and shortage of paper, which has resulted in a circulation reduction.

What's unique about GSRP: "Despite the current difficulties in advertising sales, in comparison with our competitors, we are not as adversely affected," said Maghadam. "One reason for this is that we have a 'multitasking' relationship with many of our customers as we are also in the printing business. We print brochures, catalogues and other materials for them at a low cost, which allows us to offer a very attractive package of PC World Iran advertising with other printed materials. In addition, our 38-year-history in this market has allowed us to develop strong relationships with our advertising partners."

How does being an IDG partner affect your business: "Our readers are hungry for the latest technology information. As most of them are non-English-speakers, their access to many other online sources of information is limited. Our magazine provides them with the latest trusted news and full analysis in their mother tongue. That's possible mainly because of our access to the latest global IT news and developments through our IDG partnership."

What digital products and services do you offer? "We plan to update our website within the next three months and offer a digital version of PC World Iran, as well. We are publishing a book (PDF format) on the subject of electronics and computers. We are fortunate that wireless broadband technology (WIMAX) is widely available in Iran, and we are working to providing our readers with online news, as well. Due to a huge demand, we are working with a number of resellers to launch the first online technical support center in Iran. This facility will help our customers check and compare technical specifications of various IT products via our website. A section of our website will be dedicated to a technical help center for all products of companies that advertise in PC World Iran. Our readers/customers can use this tool to ask questions, and we will secure answers for them from the vendors." ■

PC WORLD
IRAN

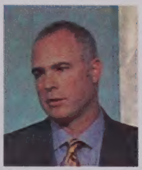
Back row (l-r): ***Abbas Rozbahani,*** *production manager;* ***Makan Mohseni,*** *editorial board;* ***Farshid Mosafa,*** *editorial board;* ***Hassan Sadeghian,*** *account manager;* ***Merdad Hosseini,*** *commercial manager;* ***Hassan Shah Hedari,*** *international office manager. Front row (l-r):* ***Azadeh Arshadi,*** *editorial board;* ***Mahnaz Tayefeh,*** *editorial board;* ***Sahar Hosseini,*** *account secretary;* ***Manijeh Zareian,*** *international secretary; and* ***Mahna Shirkavand,*** *executive secretary.*

GSRP-Publications Group's office in downtown Tehran.

Faramarz Moghadam *is the founder and president of IDG's longtime Iranian publishing partner.*

noteworthypeople

Promotions


IDG WORLD UPDATE

Jones

IDG Consumer & SMB CTO **Aaron Jones** has been promoted to IDG Communications CTO. "What IDG CSMB has accomplished, from a technology standpoint, is a first for IDG," said IDG Communications CEO **Bob Carrigan**, "and I'll be looking for Aaron's guidance in identifying other technology advances and opportunities. Part of Aaron's charter will be to explore ways that IDG's business units can collaborate and leverage innovative technology solutions. But Aaron will continue to play a big role at IDG CSMB, and his first order of business will be to finish the work at hand, that is, fixing bugs and implementing enhancements to the IDG CSMB sites." ajones@idgcsmb.com

IDG WORLD UPDATE

McGee

IDG WORLD UPDATE

Wriggins

Ulla McGee, **IDG CSMB** VP, Mobile Products, is now SVP, Digital Products, and **Alexa Wriggins, IDG CSMB** VP, Audience Development and Analytics, is VP, Audience Development and Product Management. "Ulla will oversee digital operations, including online marketing, business development and the product teams," Carrigan said. "Working for and closely with Ulla will be Alexa, who adds product management to her audience development and research responsibilities. Ulla and Alexa bring significant experience and expertise to our digital products and strategies and will be working with the product, business development and audience development teams to foster more efficient communication, faster turnaround times, and deeper product ownership." umcgee@idgcsmb.com, awriggins@idgcsmb.com

New employees

IDG WORLD UPDATE

Mangers

June Mangers joins **Network World**'s San Francisco sales team as an account director. Previously an account executive with CBS Interactive, she holds a B.A. in communications with a minor in human resources development from James Madison University in Harrisonburg, Va. In her free time she enjoys world travel, running, wine tasting and volunteering with One Brick. jmangers@nww.com

IDG WORLD UPDATE

Ayalde

ITWorld has hired **Ryan Ayalde** as an online account executive based in San Francisco. Previously with Geeknet as an account executive, Business Development, he holds a B.S. in marketing from Santa Clara (Calif.) University. Away from his desk he enjoys sports, snowboarding, art, fashion and cars. ryan_ayalde@itworld.com

JOE MOLA

Speaker

Previously a senior account executive with Gartner, **John Speaker** recently joined **Computerworld** as an events sales director. He earned a B.A. in journalism from Pennsylvania State University and enjoys a variety of sports in his free time. jspeaker@computerworld.com

IDG WORLD UPDATE

Latham

New at **IDG Global Solutions** in San Francisco is Program Coordinator **Jackson Latham**. Previously a volunteer with The Nature Conservancy doing prospect analysis, he holds a B.A. in political science from Colgate University in Hamilton, N.Y. Away from the office, Jackson enjoys spending time hiking, fishing and snowboarding. jackson_latham@idg.com

Hostetler

Christine Hostetler joins **CXO Media**'s San Francisco operations as an account coordinator. Previously a copywriter supervisor at Party-city.com, she holds a B.A. in English, studio art and French from Hope College in Holland, Mich. A freelance artist, she enjoys painting and drawing. "I'm also a pretty avid hiker and foodie. As a fairly recent SF transplant, there's plenty to explore in both these areas!" chostetler@cxo.com

Transfers

Research and Consulting Manager for Consumer and Commercial Devices **Luciano Crippa** moves from IDC Brazil to **IDC Latin America** in Miami. He holds a B.A. in business administration from Pontifical Catholic University in Sao Paulo, Brazil, and is currently working on an M.A. in marketing. Fluent in Portuguese, English and Spanish, Luciano is a fan of the Brazil National Soccer Team, "especially now that I'm living abroad." lcrippa@idc.com

IDC CCR editor's story among top 12 in pan-India writing competition

Amrita Saikia, editor of publishing services at IDC Center for Consultancy and Research/India, has always loved to write. When she heard about MSN-Random House India's contest to identify 12 of the country's best female short story writers, she thought she'd give it a try, even though her stories and poems had only been shared among friends and on her personal blog.

Amrita Saikia*'s first published story turned out to be a winner.*

The contest required participants to choose among three themes, "Woman in the City," "Growing Up in India," and "The Man in My Life," and incorporate a famous quote given with each theme somewhere into the story. When the judges sifted through the 400 submissions, Saikia's story 'A Tale of Destiny,' was selected to be included in 'She Writes: A collection of Short Stories,' published in July by Random House India.

"The entire process, from entering the contest to receiving the news that I am one among the winners to seeing the book published, was just wonderful," Saikia said. "Even so, I don't know whether I can call myself an author yet. I am a novice in this field. But the constant encouragement and appreciation I have received for my writing from my near and dear ones, and their belief that someday I would be able to win hearts with my writing, inspired me to think that I can take up writing seriously."

Saikia, who joined IDC CCR in September 2010, said she doesn't have any formal writing routine and writes when she has time for herself. While she composes at the keyboard, she also carries a pen and notebook to jot down inspirational ideas when they arise.

Write to Amrita Saikia. Read an excerpt of her story and learn more about the contest.

continued from page 3

One on One

pared with other countries?

A It's very different in Vietnam than in more-developed countries. We have to take a lot of functions in-house and be more proactive about deal flow development as well as portfolio company development. We've basically been building our own ecosystem here. And that also means that we have to roll up our sleeves a little more and work side by side with our entrepreneurs. ■

thanksto

The IDG World Update editors would like to thank the following people for their assistance with this issue:

Amrita Saikia *IDC CCR*
Debbie Bernardi *IDC*
Jim Duffy *Network World*
Christian Löbering *PC-WELT*
Faramarz Moghadam *GSRP Publications Group*
Henry Nguyen *IDG Ventures Vietnam*
Matt Rosoff *IDGE*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Yoshitomo Fukuda *IDG Japan*

22
Duane Hampson *IDG Consumer & SMB*

20
Joachim Hackmann *IDG Germany*

18
Sabine Mayer *IDG Germany*

17
Beth Kamoroff *IDG Consumer & SMB*
Thomas Gunni Pedersen *IDG Denmark*
Mary Scanlon *IDG Enterprise*
Ricardo Sampaio *IDC Brazil*

16
Magnus Höij *IDG Sweden*

15
Brian McDonough *IDC*

14
Christian Toepfer *IDG Germany*

13
Melissa Perenson *IDG Consumer & SMB*
Geoffrey O'Connor *PC Advisor*
Manfred Aumaier *IDG Germany*
Chris Ingle *IDC U.K.*

12
Elly Schoorl *IDG Netherlands*
Hans-Christian Dirscherl *IDG Germany*

11
Ineke Hese *IDG Netherlands*
Thomas Jank *IDG Germany*
Ruediger Guzikowski *IDG Germany*

10
Bo Lykkegaard *IDC Nordic*

9
Jose Pauty *IDG Netherlands*
Christian Loebering *IDG Germany*
Sigrid Falkner *IDG Germany*

8
Robert Schultz *IDG Consumer & SMB*
Brad Dillon *IDC Canada*
Renata Bevilacqua *IDC Brazil*
Scott Gemmell *IDC U.K.*

7
Mirja Wagner *IDG Germany*
David Lee *IDG Switzerlanad*
Karin Lindström *IDG Sweden*

6
Pamela Heylin *IDG Enterprise*
Lindsay van Gulden *IDC*
Piotr Twardy *IDG Poland*
Juliet Truscott *IDG Global Solutions U.K.*
Elena Cisneros *IDG Spain*

5
Helle Lise Ritzau Kaptain *IDG Denmark*
Vanessa Rodrigues Garcia *IDC Brazil*
Christoph Klapetek *IDG Germany*
Stefan Huegel *IDG Germany*
Piotr Rodzen *IDG Poland*
Marcin Rosiczka *IDG Poland*
Jaroslaw Skawinski *IDG Poland*

4
Armin Weiler *IDG Germany*
Benjamin Schischka *IDG Germany*
Kazuhiko Hayashi *IDC Japan*
Kitti Kovacs *IDC U.K.*
Estelle Chapin *IDC France*
Cyril Meunier *IDC France*

3
Sky Collins *IDG Consumer & SMB*
James Hopkins *IDG Consumer & SMB*
Kristian van Tuil *IDG Netherlands*
Chamanpreet Kahlon *IDG Global Solutions U.K.*
Johnny Högdahl *IDG Sweden*
Masato Ooki *IDG Japan*

2
Bhramara Thallapragada *IDG Consumer & SMB*
Mason Townsend *IDG Consumer & SMB*
Takuya Uemura *IDC Japan*
Beatriz Martin *IDC U.K.*

1
Jamal Narcisse *IDG Consumer & SMB*
Will Kitching *IDG Australia*
Olivia Lima *IDG Global Solutions*
Regina Boeckle *IDG Germany*
Martin Le *IDG Germany*
Friedrich Stiemer *IDG Germany*

All decked out

The IDC Human Resources team visited IDG's corporate headquarters in Boston for an off-site strategy meeting to discuss key HR themes and set goals for IDC HR in FY13. In addition, they participated in a training session on coaching and a team-building exercise called "Color Blind."

Pictured (front row, l-r): ***Leah Barton****, HR manager; and* ***Lauren Yanuskiewicz****, HR assistant. Back row (l-r):* ***Sue Brown****, executive recruiter;* ***Debbie Bernardi****, VP, human resources and education;* ***Annmarie Allen****, HR director;* ***Moira Keating****, HR manager;* ***Sue Madaio****, HR manager;* ***Leslie Short****, HR manager, benefits; and* ***Michelle Hockman****, HR project manager.*

As a reminder, all Boston-area employees are welcome to book the conference room at IDG's 1 Exeter Plaza headquarters building for off-site meetings. The room features an 80-inch television for presentations, webcam for Skyping, and a wireless conference phone. To book the room, contact Office Manager [Debbie Waters](#).

IDG WORLD UPDATE

congratulations!

Here are the 12 photographs that will appear in the 2013 IDG Employee Photo Calendar. Congratulations to the winners, and thanks to everyone who entered and voted!

First place

Sanchita Ray, *IDC Asia Pacific*

Second place

Sharon Machlis, *Computerworld*

Third place

Victor Lim, *IDC Asia Pacific*

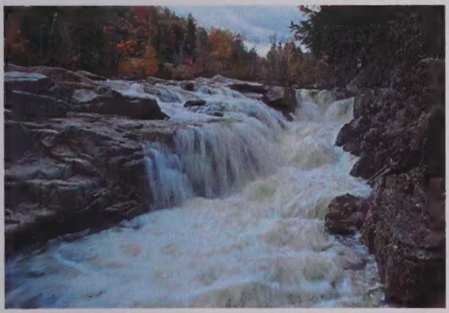
Simon Jary, *IDG U.K.*

Matthew Mikaelian, *IDG Global Solutions*

Calendars will be distributed to all offices in late December.

Bill Laberis, *IDG Enterprise*

Jason Gorud, *IDC Asia Pacific*



Glenn Mosesso, *IDG Communications*

Wijnand Plekker, *IDG Netherlands*

Dominik Tomaszewski, *IDG U.K.*

Susanna Lau, *IDC Asia Pacific*

Donald Jin, *IDC*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

5 NOVEMBER 2012 | VOLUME 42, NUMBER 39 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | CELEBRATING 20 - *page 8*

Computer Sweden's weekly podcast gains growing audience

SEE MORE ON PAGE 2

Top News

- IDG Korea offers vendors paid video platform
- One on one: IDC South Africa's Andries Lombaard
- Partner profile: Niche Media Pty, Australia
- IIAR names IDC Analyst Firm of the Year co-winner
- IDG World Expo takes ownership of games event

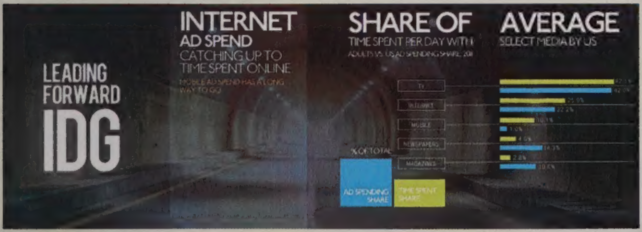
The staff at IDG Consumer & SMB in San Francisco do their own take on Halloween.

SEE MORE ON PAGE 7

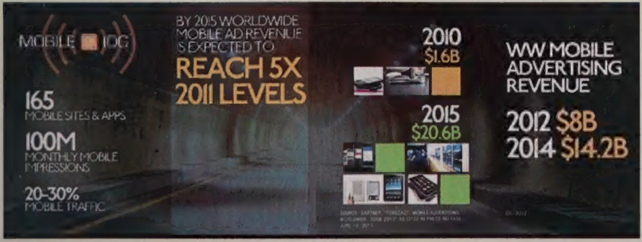
Celebrating 20: Network World's Jim Duffy travels to Italy, France and the U.K.

SEE MORE ON PAGE 8

More on Central

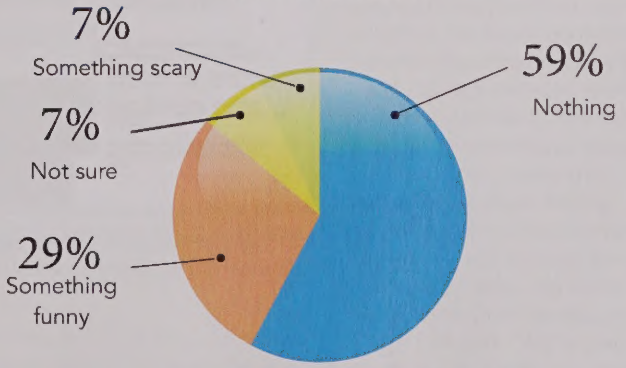


The percentage of Internet ad spend is approaching parity with the percentage of time spent online, but mobile ad spend continues to lag far behind mobile usage. View IDG Global Solutions President Matt Yorke's presentation, "Small Screens, Big Opportunities," on IDG Central.


MOBILE IDG
165 MOBILE SITES & APPS
100M MONTHLY MOBILE IMPRESSIONS
20-30% MOBILE TRAFFIC
BY 2015 WORLDWIDE MOBILE AD REVENUE IS EXPECTED TO
REACH 5X 2011 LEVELS
2010 $1.6B
2015 $20.6B
WW MOBILE ADVERTISING REVENUE
2012 $8B
2014 $14.2B

Question of the week results, Oct. 29

What will you dress up as for Halloween?



Log on to www.idgcentral.com to vote on this week's question:

Do you continue to have a telephone land line at home?

CLICK HERE

Computer Sweden's weekly podcast gains growing audience

Staff at Computer Sweden are producing a weekly podcast that they hope will give readers one more reason to visit their website regularly, and it seems to be working. Launched four weeks ago, the first Computer Sweden Podcast was downloaded 500 times; the next, almost 2,500; the third, about 3,200 times; and the fourth, which featured a discussion of Windows 8 with Technology News Reporter/Test Editor **Joel Åsblom**, has also been downloaded more than 3,000 times.

Each podcast runs 20 to 30 minutes — "the average commute time," said Technology Reporter **Tomas Zirn**, who, along with **Eva Melin**, opinion and event editor, and **Sverker Brundin**, news and technology editor, produces the show. While the focus of the podcast is IT news, the format is informal and fun, Zirn said. "We see the podcast as a kind of recorded discussion. The important thing is to inject a good dynamic into the conversation so that it is fun and even exciting to listen to."

Each podcast features Zirn, Brundin and Melin discussing several of the big IT stories of the week, interspered with some more offbeat topics. "So far we have discussed everything from Microsoft's Windows 8 launch to a behind-the-scenes look at Oracle CEO Larry Ellison's luxury yacht," Zirn said.

The podcast is published every Thursday. "Friday would perhaps be the more obvious day to sum up the week," Zirn said, "but we worried that so late in the work week people might be starting to focus more on the upcoming weekend and be less interested in downloading a podcast with IT-related news."

Although the first three podcasts ran without advertising, Microsoft sponsored the fourth one, which featured a frank discussion of its new operating system. "It feels great that our advertisers want to join us in this new publishing format," Zirn said.

From left: Technology Reporter ***Tomas Zirn****, Opinion and Event Editor* ***Eva Melin****, and News and Technology Editor* ***Sverker Brundin*** *are responsible for producing the Computer Sweden Podcast each week.*

Digital Media Manager **Björn Olsberg** records the podcast and edits it using Adobe Audition.

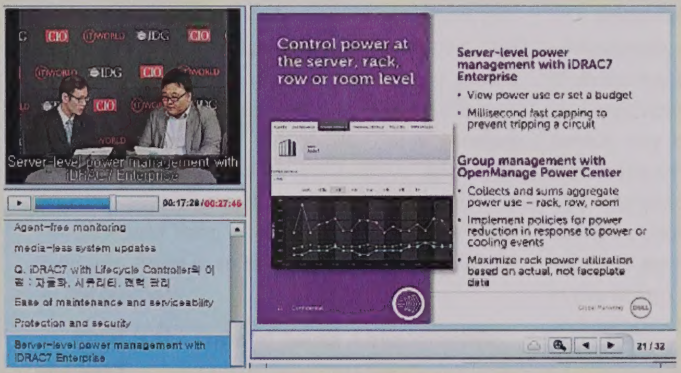
Contact Tomas Zirn. ■

IDG Korea offers vendors paid video platform to reach customers

IDG Korea has created an online video talk show, with a built-in lead-generation mechanism, that gives vendors a paid platform to discuss current IT issues and how their products can help viewers solve their problems.

The on-demand programs are available to viewers who sign in to www.itworld.co.kr and answer up to three survey questions. The client creates questions, subject to IDG Korea approval, that are related to the technology to be discussed and that indicate if the viewer works in an enterprise setting.

ITWorld Korea Editor-in-chief **Jay Park** hosts the talk shows. The first program was 27 minutes long and featured a Dell sales engineer who talked about the challenge of IT system management in the cloud/virtualization environment. The video interview plays alongside a panel with Powerpoint slides.



CIO
ITWORLD
IDG
Server-level power management with iDRAC7 Enterprise
00:17:28/00:27:46
Agent-free monitoring
media-less system updates
Q. iDRAC7 with Lifecycle Controller의 이점 : 자동화, 시큐리티, 전력 관리
Ease of maintenance and serviceability
Protection and security
Server-level power management with iDRAC7 Enterprise
21 / 32
DELL

Control power at the server, rack, row or room level

Server-level power management with iDRAC7 Enterprise

- View power use or set a budget
- Millisecond fast capping to prevent tripping a circuit

Group management with OpenManage Power Center

- Collects and sums aggregate power use – rack, row, room
- Implement policies for power reduction in response to power or cooling events
- Maximize rack power utilization based on actual, not faceplate data

ITWorld Editor-in-chief ***Jay Park*** *(left) talks with Dell's NGCS Sales Engineer/Solution Sales Group KiHeung Song.*

Dell has signed for a total of eight shows. Polycom's first show aired Oct. 22, Brocade's show was recently taped and IT World Korea is negotiating with several other potential clients. The goal for one of the early programs was 200 enterprise viewers per month, but lead goals, prices and length of program are being continually evaluated.

IDG Korea uses an in-office studio to produce the show; one editor handles the filming and editing. According to Editor **Hyuna Kim**, the staff had some early technical problems such as balancing the video resolutions between two different cameras —a digital SLR and a camcorder — and excess noise. The staff changed camera lenses, bought a wireless microphone and learned more about editing programs such as GoldenWave.

"We're still learning how to work efficiently, and we've learned a lot from this experience," Kim said. "We're planning to enhance the video talk shows by improving the quality and experimenting with the length of the episode."

Write to Hyuna Kim. Click here for the Dell show. ■

OneonOne

Andries Lombaard

IDC South Africa

The country manager of IDC South Africa is this week's columnist. Reach him at alombaard@idc.com.

IDC South Africa at-a-glance

IDC's history in South Africa IDC originally had a presence in SA for almost 20 years via a local agency, BMI-TechKnowledge Group.

In 2007 IDC ended that relationship and opened a subsidiary office in Johannesburg with three analysts mainly focused at servicing the hardware tracking offerings.

Number of employees 16 full time staff members. This includes nine research analysts, business development staff in both Research & Consulting and Conference & Events. The research team covers all research domains, including hardware, software, services and telecommunications.

Q Can you provide an overview of the IT market in South Africa?

A South Africa is significantly more advanced than other nations in Africa when considering IT. In terms of revenues, SA contributes more than half of Africa's IT revenues. The next strongest nations are Nigeria (contributing over 10%) and Kenya (about 5%).

A good indication of a country's maturity in IT adoption is the portion of revenue derived from services. The rule of thumb is that the higher the services revenue, the more mature the level of IT adoption. In these terms, SA is the most mature in IT adoption, with services contributing almost 40% of total IT. In contrast, Nigeria IT is mostly hardware-driven, with over 80% of total IT spend coming from hardware sales and less than 10% from services; the same is true for Kenya.

This maturity in SA IT adoption is comparable to that of some western European countries. Levels of mature models of IT delivery such as outsourcing and cloud services are much higher in SA than anywhere else on the continent.

Q Which IDC products and services are most popular with clients?

A Although the largest portion of our revenues is generated from custom projects, 33% of this figure comes from hardware tracker products. PC, server and printer trackers make up the bulk of our standard products business in SA. All indications are that we would be able to grow this figure during 2013. Major PC vendors such as Lenovo, Dell and Acer are looking to distribute their goods into more African countries, and that distribution process takes place out of SA. These vendors want to understand their competitive landscape in these countries and now look to us to provide consolidated data. Growing the PC tracker business into Africa is an exciting prospect for IDC SA at the moment.

Q What is the state of South Africa's mobile market?

A The mobile penetration in South Africa is estimated to be 117% in a population of 49 million. The networks are modern with a Western model of operation, i.e., mobile phones are sold on contracts by operators over a period of 12, 18 or 24 months. Looking at Africa, mobile penetration in South Africa is the highest. However, when looking at unit sales Nigeria, which has the largest population in Africa, has the highest total. South Africa's 57.3 million mobile subscribers represent 8.9% of Africa's total mobile subscribers. Smart phones account for 33% of all mobile phones in use, while feature phones represent 67%. The CAGR [compound annual growth rate] for the smart phone and feature phone segment is currently 12% and -7% respectively, indicating the increasing demand for smart phones. The smart phone market in South Africa is dominated by RIM and Samsung. In terms of tablets, it is still unclear as to the penetration into the South African market, mainly due to the currently low install base.

Q Is there much activity around mobile payment/mobile banking options in South Africa?

A During the last two years, South African banking customers have been exposed to a number of new self-service offerings from local banks. All the major financial institutions in South Africa now have a mobile banking proposition available to customers. A big positive about current mobile banking offerings here is that they have been embraced by all segments of the market. For instance, SMS banking has been well-positioned with lower income customers, and mobile banking applications have sparked interest from middle- and high-income customers. Although the adoption rate of mobile banking services is on the rise, the full features of these offerings are yet to be fully utilized. The most common features used are account balance monitoring or payment transactions.

The move toward developing mobile banking is undoubtedly a good move in enhancing customer mobility and providing real-time banking, with the end result being a move toward a more customer-centric way of doing business. Mobile banking also has its cost advantages to both customers and banks by placing less focus on in-branch banking activities. Looking ahead, the South African banking sector is evolving in dynamic ways, where banks in the region are not afraid to adopt cutting-edge technologies to expand business lines and enhance the customer experience. A careful consideration, though, will be to translate these technology investments into tangible and sustainable revenue streams. Currently, the intensity of investment into developing mobile banking services has not been fully supported by customer utilization levels. South African banks will be looking to leverage mobile banking channels more effectively by adding more intuitive and interactive features to drive ROI levels

continued on page 5

Partner profile

Australian licensee sees opportunity in adversity

Company name: Niche Media Pty. Ltd.

Location: South Melbourne, Victoria, Australia

Brands published under license to IDG: Australian Macworld and Macworld.com.au

Number of employees: Five dedicated to Australian Macworld; 55 in total.

Primary IDG contact: Managing Director Paul Lidgerwood

Year license signed with IDG: 1995. According to Lidgerwood, MacNews was started in Australia around 1987 and was "very successful" in competing with the U.S.-licensed MacUser (Ziff-Davis) and Macworld (IDG). "Early in 1991 we were approached by ACP, Ziff-Davis' licensee in Australia, to gauge our interest in taking over MacUser," Lidgerwood said. "This led to some interesting negotiations with the famous Australian media tycoon Kerry Packer, concluding with Niche owning a 52% share of the MacUser title. Some time later IDG approached Niche about taking on Macworld in Australia, largely due to our relationship with and understanding of the local Apple market and as we were the clear market leader here. After a transition from MacUser to Macworld we have been the licensee ever since."

Competitive landscape: On the newsstand, Australian Macworld's competitors are the international titles MacFormat and MacLife and the local Tech Life. "Digitally, we compete with Apple content from around the world, and our MacTalk.au and Macworld.au websites have a strong, loyal following," Lidgerwood said. Niche Media bought the forum-based MacTalk.au over a year ago to complement its content-based Macworld site. MacTalk draws more than 550,000 unique visitors a month.

Biggest competitive challenges: Lidgerwood noted that tech titles that were previously focused on industry niches are becoming broader in their coverage and including more Apple-related content, "hence, playing in our advertising sandpit, so to speak." The sheer volume of free online content "makes our content harder to find and our audience more difficult to engage, he said. "However, in adversity there is always opportunity, and our opportunity is in positioning our platform as authoritative, credible and consistent." Lidgerwood said another challenge lies in "educating our clients so they truly understand the opportunities we can provide in a partnership. We offer passion, transparency and ownership of an idea. It's easy to come up with ideas, but more difficult to come up with great ones and do the hard work to realize them. We are a small company, and the person who generates a great idea owns it — and a percentage of its profit. Once given approval, that person must make it happen."

The Australian Macworld team consists of (l-r): Editor-in-chief ***Dave Bullard****, Managing Director* ***Paul Lidgerwood****, Publisher* ***Liana Pappas****, Assistant Editor* ***Jonathon Stewart*** *and Designer* ***Marlo Guanlao****. (Not pictured, Deputy Editor* ***Grace Robinson****.)*

Benefit of partnering with IDG: "Exposure to really smart people," Lidgerwood said.

On the transition to digital: From a user perspective, the transition to digital is rapid, Lidgerwood said, "however, the dollars unfortunately are not moving across as quickly. For a small business this is challenging both from a cash-flow and resources perspective. We are committed to launching our mobile sites, newsstand app and at least six e-books in the next six months to a year."

Non-IDG-licensed products: Marketing magazine, Marketingmag.com.au and Marketing events; Desktop magazine, Desktopmag.com.au and the Create Awards event; AustralianDesignReview.com.au, Architectural Review Asia-Pacific; Inside magazine and IDEA event; Facility Management and FMmagazine.com.au; HeliNews Asia-Pacfic and HeliNews.com.au; and Welcome To magazine. ■

IDC wins Global Analyst Firm of the Year award from IIAR

The Institute of Industry Analyst Relations (IIAR) has named IDC a joint winner, along with Ovum, of its Global Analyst Firm of the Year award for 2012. Forrester and Gartner finished third and fourth, respectively. It was the first time since IIAR began the annual surveys in 2008 that the company achieved the top spot overall.

IIAR is a non-profit organization based in the U.K. whose mission is to enhance the awareness, image and practice of the analyst relations profession globally.

The group conducts an annual survey among its membership to identify the market's best firms and analyst. More than 200 analyst relations professionals worldwide took this year's survey.

This year marked a change from previous formats in that participants were asked to rate firms based on a list of 15 criteria. Firms were also divided into two categories — Global and Independent Analyst Firms — to allow for more equitable comparisons between the smaller firms.

IDC's highest scores were in the criteria of "ease of scheduling inquiries," "breadth/depth of research coverage – geography" and "breadth/depth of research coverage – vertical."

Click here for more details on the awards program . ■

IDG World Expo acquires Game Marketing Summit

IDG World Expo announced that it will acquire the Game Marketing Summit from PromaxBDA, the leading global association for marketing professionals in the entertainment and electronic media. Known as M16 when it launched in 2006, the one-day event brings together marketing and brand executives for discussion, deliberation, debate and celebration around the issues, opportunities and successes in the interactive entertainment industry.

IDG World Expo will take on all production and management of all aspects of the event including content, promotion and execution. PromaxBDA will continue to manage the back end of the awards competition through its proprietary software system, working closely with IDG to synchronize all efforts. The event will take place April 17, 2013, in San Francisco. An interim site can be found here.

"IDG World Expo is thrilled to have the opportunity to work with the game marketing community to continue to build on the great success that PromaxBDA and other supporters have brought to the Game Marketing Summit,' said IDG World Expo CEO **Mary Dolaher**.

Write to IDG World Expo VP Melissa Messier. ■

One on one

continued from page 3

in this space in the coming months.

Q What kinds of events do you organize, and do you expect growth in your events business in 2013?

A We have the usual syndicated events offered in the rest of the MEA region. We are also the proud host of the fifth annual Africa CIO Summit scheduled for March 2013 in Cape Town. This two-day event attracts around 80 CIOs across Africa. We also provide custom event services to vendors in the region such as IBM and Fujitsu. After a reduction in our 2012 events business, we are confident that 2013 will provide us with much needed growth in the events business. The team in place includes a senior conference manager just appointed to this position, and a business development manager who created good relationships and momentum during 2012.

Q Who are your IT market research competitors?

A There are a number of players, both local and international. The main competitors include Gartner, Ovum, Forrester and Frost & Sullivan. Local companies such as BMI-TechKnowledge and Africa Analysis have a strong presence in telecommunications, which is also one of our growth markets. In a number of cases we also compete with large organizations with their own market research departments. Companies such as Vodacom, Telkom and MTN have substantial teams to focus on their specific market research needs.

We also find that in some cases consulting houses play a big role in providing comprehensive consulting services to corporations that include market research components as well. The key for us is to find ways in which we can partner with these companies in order to provide additional market intelligence that reflect our unique abilities.

Q What is IDC South Africa's advantage in the market?

A We have local analysts supported by regional and international research teams and methodologies. This puts us in a strong position to compete, not only against international market research companies, but also against local companies. The fact that we have local researchers gives us the ability to position our international experience, in the local context, at local pricing. ■

noteworthypeople

Promotions

Alexander

IDG WORLD UPDATE

IDG Consumer & SMB Mobile Product Manager **Thomas Alexander** has been promoted to senior director, Engineering. "Thomas came to us this past February, interested in a career change after having led engineering teams for years at companies like IdentityMind and McAfee," said **Aaron Jones**, CTO of IDG CSMB and IDG Communications. "Fortunately for us, he came to his senses and returned to the warm embrace of technology management when we were short-staffed during our development project this summer. He brought strong people and process management to the table and quickly became a key player in our re-launch efforts. With this promotion, Thomas officially joins the Technology team. And as instrumental as Thomas has been in recent months, I expect he will be even more so going forward as we continue to develop, refine and grow our products." talexander@idgcsmb

Kate Godfrey, **IDG CSMB** designer, is now a senior designer. "Kate has worked tirelessly on loads of new projects including our digital editions, online images, charts, templates, features, covers and much more," said PC World Art Director **Beth Kamoroff**. "This promotion is a reflection of the bigger job she is now doing on the design team." kgodfrey@idgcsmb.com

Tenenbown

IDG WORLD UPDATE

IDG Global Solutions Program Developer **Jason Tenenbown** has been promoted to director of program strategy for IGS U.S. accounts. "As IDG cultivates its leadership position for marketing services, we recognize the importance of marketing innovation, internal collaboration and tech market knowledge," said **Jeremy Rueb**, VP/Worldwide Strategic Marketing Services, IGS. "Since his arrival in January 2011, Jason has demonstrated all three of these, while bringing a wealth of great ideas and poise in dealing with our ever-demanding clients. In recognition of his contributions, attitude and success, Jason won the annual IGS U.S. President's Award earlier this summer." jason_tenenbown@idg.com

New employees

Jackson

PETER SHORT

New at **IDC Framingham** is **John Jackson**, research VP, Mobile and Connected Platforms. Previously VP of research at CCS Insight, he holds a B.S. in business administration and an M.A. in international relations, both from Boston University. He has "two young daughters who keep me busy" and enjoys running and sailing "although I'm not particularly good at either." jjackson@idc.com

Sailor

Jim Sailor is **IDC Asia/Pacific**'s new general manager, ASEAN. He has nearly 20 years of management experience in Asia, largely in market research. He was most recently head of Greater China for TNS; for the last two years he has been a search and assessment consultant for Shanghai-based executive search firm Russell Reynolds Associates. He holds degrees in marketing and East Asian studies with a focus on international business from the University of Wisconsin/Madison and speaks fluent Mandarin. jsailor@idc.com

New at **IDC Singapore** is **Emily Chia**, marketing manager, Integrated Marketing Services. She is harged with finding ways to better engage journalists with IDC research. Before joining IDC, she spent more than a decade as a trade journalist, specializing in covering the business benefits of technology. She holds an M.A. in communications from Australia-based Monash University and enjoys travel and fitness. echia@idc.com

IDC Korea in Seoul has hired **Jin-A Jeong** as a senior customer service representative. She has three years of experience in sales and customer management working with corporate investors and foreign institutions with Koscom, a Korean financial IT solutions company. She majored in management information systems at Korea's Konkuk University and enjoys camping, climbing and making a Korean medicinal wine. jajeong@idc.com

IDC Hong Kong has hired **Tina Li** as an regional account manager, Sales. She has 10 years' experience in the financial information industry and worked extensively in sales and account management with global and regional financial groups in China. A graduate of Boston University, she holds a double major in finance and marketing with a minor in psychology. Tina enjoys traveling in her free time. tli@idc.com

Previously an account manager for GfK in Indonesia, **Wendy Junaidi** has been hired as an account manager, Sales with **IDC Indonesia** in Jakarta. He holds a B.S. in electrical engineering from Maranatha Christian University in Bandung, Indonesia, and an M.A. in marketing management from Prasetiya Mulya Business School. In his free time he enjoys reading, movies, badminton and travel. wjunaidi@idc.com

New at **IDC Malaysia** in Kuala Lumpur is Market Analyst, Enterprise Networks **Wong Yih-Khai**. He has worked for Oracle Corp. Malaysia as a business analyst and was most recently a part of Jotun Malaysia's MIS implementation team in Southeast Asia. He graduated from University Putra Malaysia with a B.S. in computer science and enjoys Crossfit training, football and bad jokes. ywong@idc.com

Also new at **IDC Malaysia** is Market Analyst, Telecommunications **Akmal Hisyam**. Previously an engineer with Maxis Berhad, he holds an M.S. in electronic engineering from the U.K.'s University of Southampton. In his free time he enjoys playing badminton, swimming and watching documentaries on history. ahisyam@idc.com

Amilla Nur Fitri is **IDC Indonesia**'s new administrative executive. Prior to joining IDC, she worked for PT Mandiri Perkasa Berca as a secretary and administrative assistant for its marketing division. She is currently a student in the Secretary-D3 Executive Program at Academy Secretary of Interstudi Jakarta, Indonesia. During her free time, she enjoys novels, swimming, travel and shopping. anurfitri@idc.com

Jain

IDC India welcomes **Gaurav Jain** as associate director, Telecommunications Research. He was most recently with Yahoo India as group manager, Partner Management; he has also worked for Wipro and Qualcomm. He earned a B.S. in engineering from Aligahr Muslim University in Aligahr, India, an M.S. in information technology from the Indian Institute of Technology Roorkee and an MBA from the Indian Institute of Management Calcutta. Away from the office he enjoys reading autobiographies, photography and Bollywood movies. gjain@idc.com

Kumar

Also new at **IDC India** is Account Manager **Rupal Kumar**. He previously worked in sales for Videocon Industries in Bangalore and holds a degree in management.
In his free time he enjoys sports, photography and travel. rkumar@idc.com

Please send information for the Noteworthy column to the World Update editors.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

45
Ted Bloom *IDG*

25
Michelle Chase *IDG*

24
Jayne Enos *IDG*

21
Johan Egging *IDG Netherlands*

20
Hugo Shong *IDG Asia*

18
Kim Nash *CXO Media*

16
Mario Morales *IDC*
Jolana Lammelova *IDG Czech Republic*

15
Cynthia Reed *IDG*
Esther Ng *IDC Hong Kong*

14
Amy Kelly *IDC*

13
Annelise Fortier *IDG*
Maggie Tan *IDC Malaysia*

12
Mary Jane Donnelly *IDC*
Mats Brandon *IDG Sweden*
Alexander Beck *IDG Germany*

10
Donald Botts *IDG Int'l Publishing Services*
Eugene Henderson, Jr. *IDC*
Jeanne Capachin *IDC*
Patricia Henderson *IDC*

9
Patrick Burke *IDG*
Janet Ward *IDG*
Laura Brisbee *IDC*
Gary Clarke *IDC Australia*
Jubert Alberto *IDC Philippines*
Karen Rondon *IDC Philippines*
Matthew Egan *PC Advisor*

8
Charles Harris *IDC*
William Roch *IDC*
Selina Wang *IDC China*
Claus Mortensen *IDC Hong Kong*
Sharon Tan *IDC Malaysia*
Eduardo Caceres *IDC Canada*
Tam Le *IDG Vietnam*
Anh Truong *IDG Vietnam*

7
Judith Hanover *IDC*
Tracy Lv *IDC China*
Wendy Wang *IDC China*
Karen Zhang *IDC China*
Holly Fung *IDC Hong Kong*

6
Suzanne Levecque *IDG World Expo*
Nanette Funsch *IDG World Expo*
Melissa Messier *IDG World Expo*
Maureen McNeil *IDG World Expo*
Mariella Ley *IDG World Expo*
Linsy Miller *IDG World Expo*
Alida Roberts *IDG World Expo*
Adelaide Sibbald *IDC*
Anthony Bebee *IDC*
Lily Lin *IDC Australia*
Polly Chan *IDC Hong Kong*
Hye-Rim Kim *IDC Korea*
Handoko Andi *IDC Singapore*
Deb Begreen *IDG Enterprise*
Anna Müller *IDG Sweden*
Werner Ortier *IDG Switzerland*
Huyen Ho *IDG Vietnam*

5
Lidice Fernandez *IDC*
Christopher Morris *IDC Australia*
Angelica Beare *IDC Philippines*

4
Craig Wilga *IDC*
Luke Fang *IDC China*
Mark Lee *IDC Singapore*
Birgitta Tängnander *IDC Sweden*
Tim Brunt *IDC Canada*

3
Yang Lin Lim *IDC Malaysia*
Juan Jin Ng *IDC Malaysia*

2
Isaac Zafarani *IDG TechNetwork*
Joseph Rodhouse *IDG Research Services*
Hans Lima *IDG*
Irina Chinenova *IDC Australia*
Emilie Ditton *IDC Australia*
Sean Li *IDC China*
William Zhang *IDC China*
Ji-Sun Chai *IDC Korea*
Wendy Li *IDC Singapore*
Aman Malhotra *IDC Singapore*
Nicole Liu *IDC Taiwan*
Jarit Sidhu *IDC Thailand*
Ashwat Grover *IDC Center for Consultancy & Research/India*
Bryan Mentlik *IDG Enterprise*
Brian Keenan *IDG Enterprise*
Tom Rousseau *CXO Media*
Hanh Nguyen *IDG Vietnam*
Quan Tran *IDG Vietnam*

1
Jeffery Smith *IDC*
Susan Ma *IDC China*
Cherry Wang *IDC China*
Jyothi Gowda *IDC Center for Consultancy & Research/India*
Radha Kaggallaiah *IDC Center for Consultancy & Research/India*
Sriram Haridass *IDC India*
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Sukhendu Rautela *IDC India*
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Mohamed Yusnee Mohd Yusof *IDC Malaysia*
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Toan Ho *IDG Vietnam*
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Huyen Nguyen *IDG Vietnam*
Quoc Huynh *IDG Vietnam*
Trang Tran *IDG Vietnam*
Vien Duong *IDG Vietnam*
Trinh Tran *IDG Vietnam*

Coast-to-coast Halloween celebrations

IDG WORLD UPDATE

*Dressed as their alter egos, staff at IDG Consumer & SMB enjoyed a Halloween pizza party. Standing l-r: Senior Web Ops Administrator **Andy Trice** as Hunter S. Thompson, Billing Clerk **Mason Townsend** as Mola Ram from "Indiana Jones and the Temple of Doom," Office Services Coordinator **Jamal Narcisse** as a samurai, Manager, Partner & Office Affairs **Caroline Ward** as "Juan Crazy Lady," Human Resources VP **Kate Coldwell** as a fortune teller, Senior Human Resources Representative **Ellen Cobb** as a mother cow, Staff Accountant **Scott Lum-Duenas** as a golf pro and Project Manager **Lauren Russo** as the Road Runner. Front: Editorial Intern **Albert Filice** as Paul Bunyan.*

JOE MOLA

*IDG's Framingham, Mass.-based Online Account Services Group had some Halloween fun doing their best to channel the 1980s. Back row: **Michele Wescott**, office services facilities coordinator; **Tammy Yu**, online account services specialist; **Jenelle Villani**, online account services specialist; **Tara Shea**, online account services team lead; **Bryan Mentlik**, online account services product placement specialist; **Danielle Thorne**, director of online account services; **Beverly Lloyd**, online account services team lead; **Alle Perry**, online account services coordinator); **Andrew Palermo**, online account services specialist; **Shawn O'Brien**, online account services specialist; **Michael Essery**, online account services coordinator. Front row: **Colleen Kelly**, online account services product placement specialist; **Leslie Haasch**, sr. online account services specialist; **Kristina Clark**, online account services product placement specialist; **Whitney Sousa**, online account services coordinator; **Michael Thompson**, online account services coordinator.*

celebrating20

Jim Duffy

Managing editor
Network World

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. Jim Duffy of Network World recently went on a trip to England, France and Italy.

Joined IDG
Sept. 1991 as a senior editor

Current title
Managing Editor

Travel partners
Daughters Lynn, age 14, and Jean, 9.

Why I chose this trip
My older daughter is taking French in high school, and we always wanted to travel across Europe by train.

Versailles!

Trip highlights
Too many to mention. We visited six cities in 15 days, traveling by train between each destination. Highlights included two nights in London, three nights in Paris, two in Nice, three in Venice, and two each in Florence and Rome.

My daughters liked Paris and London most and were in disbelief that we stayed within walking distance of Big Ben and the Eiffel Tower. They were also thrilled by the canals of Venice. My favorite destination was Florence — small, beautiful, not as touristy and culturally enriched. I also found Rome fascinating with the ruins of the Forum, the walls around the city, the Catacombs and the reminders of an ancient civilization all around. ■

Aunt Moni (right), my sister-in-law, connected with us in Venice for a relaxing gondola ride.

The scene from the London Eye was impressive.

Foro Roma took us back more than 2,000 years.

Florence was the highlight of our trip.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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DEMO Africa showcases IT innovation from across the region

IDG Enterprise SVP, DEMO **Neal Silverman** (left) and DEMO Africa Executive Producer **Harry Hare** (second from right) stand with the winners of the DEMO Lions awards at last month's inaugural event in Nairobi, Kenya. The event featured 43 presentations from start-ups throughout the continent.

SEE MORE ON PAGE 4

Top News

IDG Spain provide TechStyle content to sports daily

One on One: IDC's William Stofega, program director, Mobile Device Technology, Trends

IDG Enterprise brands test Facebook ads, posts

Unsung Hero: IDC's Karen Weston

IT World Canada's Fawn Annan (above, right) and David Jonah receive Diamond Jubilee Medals.

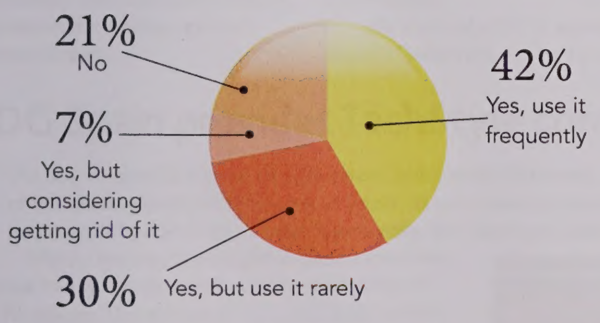
SEE MORE ON PAGE 2

Zafar Anjum details fall and rise of India's global IT giant Satyam in a new book published this month.

SEE MORE ON PAGE 6

Question of the week results

Do you still use a landline telephone at home?



Log on to www.idgcentral.com to vote on this week's question:

How many countries have you ever been in?

CLICK HERE

Wanted: Photos of the day

The Photo of the Day feature on the home page of IDG Central lets you show the world what's happening at your business unit. All employees are invited to send photos depicting a small slice of life at the office — an event, a staff meeting, IDG visitors to your office, an offsite meeting — almost anything goes. Send the photo with a short description to the editors.

The power of paid, owned, and earned media

"It takes a potent mixture of paid, owned and earned media working together to interest prospects and convert them to customers," says IDG Global Solutions President Matthew Yorke in this week's BtoB.

Two IT World Canada employees receive commemorative medal

Honorees from Canadian Women in Technology were (l-r): Dr. Catherine Boivie, founder of the CIO Association of Canada; Dr. Cindy Gordon, national chair for Invest Crowdfund Canada and the Canadian Advanced Technology Association; and ***Fawn Annan****, president and group publisher, IT World Canada*

IT World Canada Strategy Consultant ***David Jonah*** *(left) receives his award from Governor General of Canada David Johnston.*

IT World Canada President & Group Publisher Fawn Annan and Strategy Consultant David Jonah were among 36 people honored for their contribution and leadership in Canada's advanced technology sector at an awards ceremony last month in Montreal.

The Canadian Advanced Technology Alliance (CATA), which nominated the winners, defines "advanced technology" as having a larger scope than IT. The term covers the broadband networks that scientists and universities use as well as advanced technologies in health, government, aerospace and other sectors.

Annan and Jonah received the Queen Elizabeth II Diamond Jubilee Meda, a commemorative medal created this year by the Canadian government as part of the celebration of the 60th anniversary of Her Majesty Queen Elizabeth II's accession to the throne as Queen of Canada. According to the official website, the medal is a tangible way for Canada to honor the Queen's service to the nation while also celebrating significant contributions and achievements by Canadians from many walks of life, communities, industries and associations.

By the end of 2012 some 60,000 Canadians will be recognized. Many of them, like Annan and Jonah, will have been nominated by partner organizations.

Annan and two other winners are members of Canadian Women in Technology (CanWit), a division of CATA. She serves as a CanWit Advisory Council member and was recognized for her involvement in leadership activities throughout Canada's IT sector during her long career in the media and IT industries. Annan became chief strategy officer of IT World Canada in 2008 and was appointed the group's president and group publisher in 2010.

Jonah has been with IT World Canada since 2006, mainly as a digital conversion best practices advisor to the company's management team. He has been involved with one of CATA's initiatives, ICanada, a community-focused movement dedicated to extending true high-speed broadband connectivity to every part of Canada. That interest stems from 30 years of activity in community-based economic development in his hometown of Moncton, New Brunswick. There, he publishes a community portal, LocalintheKnow Publishing, which experiments with what works in developing digital communities and website applications for clients such as IT World Canada.

Write to Fawn Annan and David Jonah. ■

IDG Spain provides TechStyle content to major sports daily

IDG Spain recently signed an agreement with Unidad Editorial, one of the leading publishing houses in Spain, to contribute content for one print page in its popular sports daily four days per week.

Marca, the country's highest-circulation newspaper in any category, has a daily readership of 2.98 million. The editors of IDG TechStyle, which launched in 2010 as a monthly magazine and website for technology and digital lifestyle enthusiasts, will contribute original and exclusive content.

The new page, which will be branded "Marca/IDG TechStyle" and "Powered by IDG Communications," will run Thursdays through Sundays. In return, IDG Spain will receive 50% of ad revenue on the page as well as a boost in brand recognition for IDG and IDG TechStyle.

TechStyle's content covers topics such as tablets, smartphones, smart TVs, netbooks and sound systems and includes simple tutorials for readers to get the most out of their equipment. The content covers tech topics related to science, sports, video games, new vehicle prototypes and healthy living.

Unidad Editorial also publishes El Mundo, the country's second-largest general information daily paper in terms of sales and readership; Expansión, a leading financial newspaper; and several magazines. It also owns several radio stations and TV channels.

Write to TechStyle Editor Alfonso Casas. ■

OneonOne

William Stofega

IDC

IDC's program director for Mobile Device Technology and Trends is this week's columnist. Reach him at wstofega@idc.com.

> "I think [the Apple/Samsung legal battles] will go on for years. The problem is more about how utility and design patents are regulated and litigated, and I don't see any real effort to reform the patent system that can effectively stem the current tide of litigation."

Q What are some of the key trends you see developing in the mobile marketplace?

A We believe that the mobile device as a social communications tool (voice, text, email) is beginning to plateau. The next phase of mobility will involve what some have called "tangible computing." This phase will be characterized by devices that interact with the physical world by identifying, augmenting and guiding the user. Applications such as Nokia's City Lens hint at the potential for new innovation that will do more than simply entertain us. In fact, we are already seeing applications that can automate and simplify that can ease the strain at home and work.

Q What parts of the world have the greatest penetration of mobile phones?

A Countries such as the U.S., Canada and those in Western Europe are highly penetrated. However, to really understand the market, it is important to look to countries such as India, China and Indonesia and regions such as Africa. Most already have significant mobile phone (feature phones) penetration. For instance, Indonesia has already reached 60% penetration, but most of these phones are not smartphones. Because Indian mobile operators do not subsidize the purchase of a mobile device, shipments of high-end smartphones such as the iPhone are almost nonexistent. By comparison, China is seeing strong growth in smartphones due primarily to mobile operator subsidies for 3G handsets.

Even with subsidies, most of the smartphones purchased are entry-level devices and not premium devices. In growth-market countries affordability of device and data plan are critical in order for smartphone penetration to grow. Over time, the cost of devices will come down, making more sophisticated devices affordable for the next billion subscribers.

Q Do you think smartphones, tablets and laptops/PCs will all continue as distinct products types or will there be some consolidation?

A A mobile device has certain attributes that differentiate it from a portable device. At IDC, we believe a mobile device is "pocktable" and highly personal, and this eliminates most tablets. However, the success of the Samsung Note and general trend for larger smartphone screens will certainly stretch our pockets!

Q Will the Apple/Samsung legal battles drag on, or do you see a near-term resolution?

A I think this will go on for years. The problem is more about how utility and design patents are regulated and litigated, and I don't see any real effort to reform the patent system that can effectively stem the current tide of litigation. Most patent examiners are so overwhelmed that a "grant and let the courts sort it out" attitude is pervasive. Furthermore, the complexity of these cases when tried by jury has resulted in confusing and contradictory verdicts as seen recently in Apple v. Samsung. However, U.S. District Court Judge Posner recently dismissed a case involving Apple and Motorola. In his opinion, Posner cited the absurdity of the proceeding and was especially critical of Apple for turning the case into a popularity contest.

Q What's your take on the iPhone 5? Were you expecting a bigger technology splash?

A We did expect a bit more new technology, especially near field communication and wireless charging. That said, implementing a new radio technology (LTE), a new casing, upgraded OS and a more powerful processor is complex with lots of potential for glitches. Apple was probably a bit conservative with iPhone 5, and we will likely see more bells and whistles in the next iteration.

Q What is near field communications, and what needs to happen to drive adoption of that technology?

A NFC is an enabling technology that allows short-range communications between two NFC-equipped devices. The possibility of new services and business models such as mobile wallet, ticket purchasing and contactless payments has made it a popular topic.

However, it is important to realize that countries such as Japan and Korea have been using NFC-enabled services for years, thus both the technology and business models are hardly new. The U.S. and Western Europe have been slow to make use of the technology for a variety of reasons. Adoption of NFC is enabled by universally accepted standards, regulatory support, business models, cooperation between key ecosystem partners and availability of NFC-enabled devices. These problems will be resolved, but it will be critical for service providers to make it easy for users to transition to NFC services. ■

DEMO Africa spotlights region's IT innovations

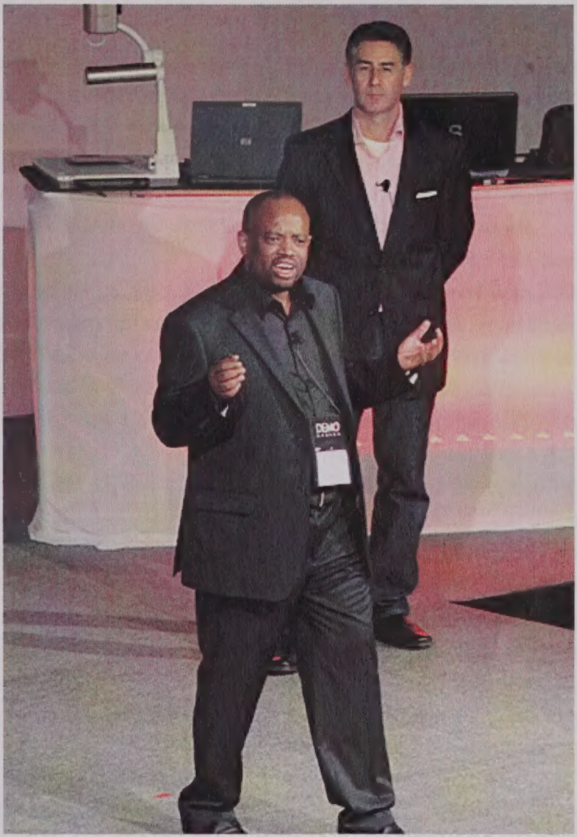
At the inaugural DEMO Africa, held last month in Nairobi, Kenya, 43 African companies launched innovative new products at an event designed to "bring Africa to the world," said **Harry Hare**, DEMO Africa executive producer and publisher of IDG licensee CIO East Africa. "It was an eye opener for many, and we set a very good foundation for future events."

Hare and his advisory committee chose 43 companies out of 500 applicants from across Africa to launch their products at the three-day event. South Africa and Kenya sent the most demonstrators, followed by Nigeria and Ghana, Cameroon, Senegal, Egypt, Tanzania and Zimbabwe.

IDG Enterprise SVP, DEMO **Neal Silverman** said DEMO Africa organizers were charged with discovering "game-changing, innovative types of technologies that are both important for the consumer base on the continent and that could scale outside of Africa." The aim of DEMO Africa, he said, is to "show the world what's going on here in this 'Silicon Savanna,' add value to the companies and products being developed here and inspire others to get involved in its developing technologies." (Silverman was interviewed on CNBC Africa; click here to see the interview.)

Hare said he and his team winnowed the 500 applicants down to 150 and turned those 150 over to a pan-African panel of judges who selected the final 43. Products were demonstrated in DEMO's standard six-minute, no-PowerPoint presentations in the categories of mobile and mobile payments, enterprise, consumer and social media. Among the demonstrators were the following:

- Seeking to ease Africa's jobless problem, mPawa (based in Ghana) is a mobile recruitment service that lists largely blue-collar jobs on a portal where those who need such workers can find them. It has matched 2,000 job seekers in the last three months.
- Flowgear (South Africa) offers pre-built cloud management tools that allow firms to interconnect different cloud solutions such as Salesforce and SharePoint.
- Qabila (Egypt) is a multimedia crowdsourcing and social media platform designed to provide better content than what is shown on Egyptian TV. The platform was founded around the time of the Egyptian Arab Spring uprising. Qabila currently has 20,000 contributors, and current clients include the World Bank, UNESCO and the United Nations Development Program.
- Sasa Africa (Kenya) is an e-commerce platform connecting offline craftspeople to online consumers via mobile phones. With their phone, craftspeople upload photos of their products to sasaafrica.com; consumers then find the crafts on the site. The startup currently retails jewelry. Sasa Africa expects to have 600 retailers by end year and 3,500 products.



*DEMO Africa Executive Producer **Harry Hare** addresses attendees while IDG Enterprise SVP/DEMO **Neal Silverman** looks on.*

- Maliyo Games (Nigeria) was the only gaming entrant in DEMO Africa. Maliyo provides a gaming platform with African-themed games for mobile phones and PCs. Among its games is Mosquito Smasher 2 in which players squash mosquitoes across various themed levels. A social-impact aspect in the game is a quiz on mosquitoes and malaria between each level.

Based on their potential to become global brands, their level of development and their possible interest to investors, these five start-ups were named DEMO Lions as the event's most outstanding products. DEMO Lions is part of the Liberalizing Innovation Opportunity Nations (LIONS@FRICA) Partnership, a public-private alliance

continued on page 7

IDGE brands test paid Facebook ads, posts

IDG Enterprise looks at how these, and contests, drive engagement

IDG Enterprise has been doing some experimenting the past few months to step up visitors' engagement with its brands' Facebook pages. Buying Facebook ads and promoted posts and trying a contest giveaway have produced a significant uptick in "Likes" and pageviews.

Ads can be purchased via Facebook, and appear in the right-hand column of a person's News Feed and Profile. The buyer can set a number of targeting options, such as country, age, gender, interests (which are a list of keywords) and education.

Burnham

During the four-week run for CIO.com's first ad, which targeted a broad audience using its Facebook page's audience demographics, the page had an increase in Likes from 8,000 to 13,000. The cost of the campaign was $151, about 7 cents per click. The second ad, which ran from Aug. 23 to Oct. 1 and was more narrowly targeted, cost about 21 cents per click and picked up 5,200 new Likes, an average of about 100 per day. There were 53,000 referring page views for CIO's Facebook page before the launch of the second ad, and that number tripled during the ad's run.

"We couldn't figure out why the second ad was more expensive than the first," said CIO.com Senior Writer **Kristin Burnham**, who covers a wide range of social media issues. "It could have been a number of factors: a slight difference in the terms we targeted, our audience demographics, or maybe even competition from new sites that were using the same keywords and demographics when they purchased ads."

CIO is planning another ad campaign and will soon experiment with Promoted Posts, something that CSO — which also had good results with its first ad campaign — has already tried. Promoted posts appear higher in a user's news feed — not on the right column of Facebook — so there is a better chance of them being seen.

For three days in October, CSO paid $50 to promote a post on Facebook that was tied to a popular slideshow on CSOonline.com. It was designed to show on the news feeds of CSO's Facebook fans, as well as the news feeds of the fans' friends.

The results: 21,718 Facebook users saw the post, compared with 250 to 400 users who see a typical post. In addition, 575 Facebook users Liked the post; compared with a typical two to three likes per post.

"The promoted slideshow did very well and received many views during the promotion," said CSO Executive Editor/Online **Joan Goodchild**. "It's unclear if the number of pageviews can be directly attributed to the promotional efforts, but we are continuing to experiment with Facebook promotion."

Computerworld, which has done one promoted post and is running its first ad now until early December, has also tried a giveaway promotion ("Like our page for a chance to win an Amazon Kindle!").

"Facebook is very stringent on how contests and promotions are run on their platform," said Senior Associate Online Editor **Ken Gagne**. "No inbuilt Facebook functionality can be used, i.e., we couldn't ask people to like a post, comment on a photo or upload media. So we paid $30 for a one-month license to the Woobox app for Facebook that let us present a contest entry form to only our page's likers and present others with the opportunity to like the page first."

Computerworld got a spike of about 500 new Likes on the day the promotion launched and another few hundred on the day it closed with a higher-than-average daily Like rate for the duration.

"Although the Woobox app served our needs wonderfully, given that there was no long-term tail of increased Likes or engagement, we're unlikely to run another promotion of this variety — though we may try some other type of contest in the future," he said.

Write to Kristin Burnham, Joan Goodchild or Ken Gagne. ■

Facebook algorithm change prompts need for creativity

Facebook recently made a change to its EdgeRank algorithm that determines what posts should be seen by whom, based on the person's interactions with the page they've Liked. As a result, understanding how to better engage visitors has taken on a new urgency.

"In October we and others saw a decline in activity on our brands' Facebook pages, which is likely due to the algorithm change," said Senior Writer **Kristin Burnham**, who wrote about the change on CIO.com. "Essentially, if you interact frequently with our brand on Facebook — Liking stories, sharing content, etc. — you'll continue to see our posts. But if you're more of a passive reader, you may no longer see our posts, unless you take purposeful steps to do so." Those actions include hovering over the Liked button below a brand page's cover photo and choosing Show in News Feed.

Amidst these kinds of changes, IDGE editors recently discussed the need to learn more about how to drive better Facebook brand page engagement. As a result, Burnham volunteered to take on a new pan-editorial role as IDGE Facebook manager. In addition to her regular editorial tasks, she will meet with page managers of each brand to share ideas for Facebook initiatives, track what's changed with Facebook and how it might affect IDGE brands and relay progress on Facebook initiatives to interested IDGE employees, among other tasks.

Burnham will be working on these efforts in conjunction with IDG Enterprise Online Editorial Director **Brian Carlson** and the IDGE Social Media Task Force.

Write to Kristin Burnham.

noteworthypeople

Promotions

IDC Taiwan Finance and Administration Executive **Stephanie Ho** has been promoted to senior finance and administrative executive. "Stephanie has maintained good financial operations and working environment in the Taiwan office," said **Gary Lo**, IDC Taiwan associate country manager. "She provides able support for compliance with local government regulations, banking and audit requirements and has managed a good working environment, employee events, travel support, efficient visitor support and has been very supportive to multiple regional counterparts in HR, IS, admin, etc." sho@idc.com

IDC Asia/Pacific Principal **Claus Mortensen** has been promoted to director of ETAS research. "Claus has been leading our Emerging Technologies and Solutions practice for quite some time now and has led and supported many syndicated events," said **Sandra Ng**, IDC Asia/Pacific group vice president, ICT Practice. "Claus is known for his excellent presentation and moderation capabilities and is one of IDC's most sought-after speakers for the region. He will be focusing on helping IDC drive penetration into the social marketplace, covering and selling to players from social media to online/e-commerce providers to B2C cloud providers." cmortensen@idc.com

IDC China Research Manager **Richard Lee** has been promoted to senior manager. "Richard joined IDC as a research manager in 2008; for the last two years he has played a key role in proposal development, project management and delivery of consulting and GMS projects as the single lead consultant for GCR," said **Victor Lim**, IDC Asia/Pacific VP, Consulting. "On top of this Richard has also stepped up to support selected PRC-only consulting projects, lending a hand to the local PRC team. In order to streamline our operations and to invest in the still-growing China market, we have decided to transfer Richard from an A/P role to join the PRC team as the leader of all Consulting and Custom Research projects." rlee@idc.com

New employees

PETER SHORT

Menon

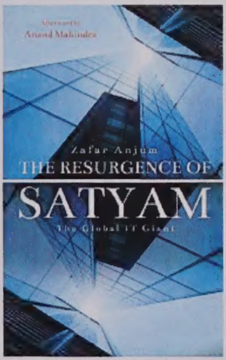
IDC Framingham has hired **Natasha Menon** as a research analyst. Previously a research associate at India's Aranca Research, she holds an M.A. in economics from Mumbai University as well as an M.A. in international economics and finance from Brandeis University in Waltham, Mass. Away from the office she enjoys cooking, reading and travel. nmenon@idc.com

Returning employees

Larry Llamzon returns to **IDC Asia/Pacific** in Singapore as VP, Sales, leading the overall management of the Asia/Pacific sales organization. He left IDC Asia/Pacific in 2005 after a 10-year career, starting as a research analyst and eventually becoming an assistant VP, Sales. He then worked at DHL for seven years, initially as country general manager for DHL Express Philippines, then assuming various sales roles based out of Singapore. lllamzon@idc.com

All business units are welcome to send information for the Noteworthy column to the World Update editors.

Zafar Anjum details fall and rise of Indian global IT giant Satyam in new book



In his just-published book, *The Resurgence of Satyam*, Zafar Anjum, online editor at Fairfax Business Media Asia, IDG's Singapore-based licensee for Computerworld Singapore, Computerworld Malaysia and CIO Asia, chronicles the scandal that rocked India's corporate world and became known as "India's Enron."

When Satyam founder and Chairman Ramalinga Raju confessed to committing an accounting fraud of more than US$1 billion, the company's demise seemed all but certain. "Almost everyone wrote the company off, but a miracle happened," said Anjum, "the Indian government stepped in, brought in a professional board, auctioned off the company to the Mahindra Group, and within a year and a half, the company returned to profitability. It was the phoenix-like rise of the company that interested me, and I thought I must tell this inspiring story."

Anjum, who had been chasing the Satyam story since it broke in January 2009, approached his agent with a book proposal last August, and within a few weeks, Random House bought the global rights for the book. Anjum said he began writing in earnest in October 2011 and finished the book in May of this year.

"The Satyam scandal became a global business story pretty quickly after it hit the headlines in India," Anjum told a reporter at The Hindu, one of India's most respected newspapers. "After all, it was India's fourth largest outsourcing company, and it was also listed on the Nasdaq in the U.S. The Indian growth story was being keenly watched in the outside world, and Satyam's fall was not a blip. It grabbed eyeballs everywhere as it seemed to puncture the shining [reputation] of India, which was then a rising and shining outpost of globalization in Asia."

Zafar Anjum*'s new book, The Resurgence of Satyam, was launched at the Writers Festival in Singapore this month.*

Anjum is the author of numerous short stories, essays, a novel and has recently completed a feature-length screenplay that he is hoping to have produced. More information about *The Resurgence of Satyam* is available here. ■

continued from page 4

DEMO Africa

designed to enhance innovative startups in Africa. Supported by LIONS@FRICA, the DEMO Lion recipients will visit Silicon Valley in the U.S. in the coming year to pitch their products to venture capitalists and other investors, meet with mentors who will help them continue to build their businesses and seek partnerships with interested entrepreneurs. "The idea is to link the five start-ups to a mature start-up ecosystem," Hare said.

The LIONS@FRICA partnership also sponsored a two-minute DEMO Africa welcome video from U.S. Secretary of State Hillary Clinton.

U.S. Secretary of State Hillary Clinton recorded a short welcome video for DEMO Africa.

Each demonstrator category was followed by a Sage Panel made up of noted professionals in that category that provided demonstrators immediate advice and feedback. Hare said that 18 of the 43 demonstrating companies were already in talks with potential investors. DEMO Africa attendees also saw 10 90-second Alpha Pitches from student-based ventures vying for DEMO scholarships.

DEMO Africa drew nearly 300 African and international attendees, including venture-capital and angel investors, entrepreneurs, C-level executives and members of the media. Among the speakers and panelists were Dr. Bitange Ndemo, the permanent secretary of the Kenyan Ministry of Information and Communication; Gabriel Negatu, regional director of the African Development Bank; Shiv Shivakumar, Nokia VP, Middle East and Africa; and Aben Kovoor, Microsoft Corp. area lead, Middle East and Africa.

Lead sponsors of the event included Microsoft, Nokia, the African Development Bank, the government of Kenya, USAID and the World Bank. DEMO Africa was organized in five months. "We got a lot of help from the DEMO Team, especially Neal Silverman," Hare said. "We wanted to mirror the DEMO U.S. events but customize it to local conditions and realities. Neal and his team advised us on the application and selection processes and the format of the conference."

IDG Enterprise SVP, DEMO ***Neal Silverman*** *(left) and DEMO Africa Executive Producer* ***Harry Hare*** *(second from right) and the winners of the DEMO Lions awards.*

Hare and his team had to take all that and localize it to make it work. For example, many startups could not raise the participation fee of US$2,500, so DEMO Africa's model was based on sponsorship. "Different sponsors came through to sponsor different demonstrators to travel to and attend DEMO Africa," Hare said. "Microsoft sponsored some, as did Nokia and the World Bank through its infoDev global grant program."

DEMO Africa 2013 will take place Oct. 23-25. DEMO China Spring 2013 opens in Shanghai, March 20-21, the same dates as DEMO India 2013 in Bengaluru, India; DEMO Brazil 2013 launches in Sao Paulo, June 26-27, 2013; the inaugural DEMO Russia will take place in June 2013.

For more information on DEMO programs click here or contact Neal Silverman. For more information on DEMO Africa contact Harry Hare. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Patrick Gorman *IDC*
Megan Santosus *IDC*

19
Marc Ferranti *IDG News Service*

18
Eric Sheppard *IDC*

17
Fay Haward *IDG U.K.*

12
Shane Hannam *IDG Global Solutions EMEA*

10
Sureshpal Singh *IDC Singapore*
Moira Keating *IDC*
Fung-Yee Tang *IDC U.K.*
Grazyna Skibniewska *IDG Poland*

9
Annemarie Allen *IDC*
Zoya Zvagin *IDC*
Teresina Cardamone *IDG Global Solutions*

8
Johanna Himes *IDG*
Kenichi Kusano *IDC Japan*

7
Joseph Pucciarelli *IDC*
Jim Malone *IDG*
Paul Crew *IDC U.K.*

6
Ingemar Jansson *IDG Sweden*
Anh Pham *IDG Vietnam*
Alex Chau *IDC Hong Kong*
Bryan Rusciano *IDG World Expo*
Trine Borve *IDC Sweden*

5
Kathleen Keough *IDG News Service*
Dan Hunt *CXO Media*

4
Rahul Buddhasena *IDC Center for Consultancy & Research*
Angelika Kessler *IDG Germany*
Carla Schaefer *IDG Germany*

3
Ali Shareef *IDG Global Solutions EMEA*

2
Anna Nilsson *IDG Sweden*
Krystal Kriznovic *IDC Asia Pacific*
Ivy Teoh *IDC Malaysia*
Joanne Tng *IDC Singapore*
Daifeng Liu *IDG*
Lisa Gauvin *IDG*
Nicole Raymond *CXO Media*
Akram Al-Zarif *IDG Global Solutions EMEA*
Matt Stevenson *IDG Australia*
Diloshan Sivakumaren *IT World Canada*

1
Edward Choi *IDC Korea*
Iris Whalen *IDG*
Miriam Deikun *IDG Tech Network*
April Lowe *CXO Media*
Peter Stelzel-Morawietz *IDG Germany*
Cintia Gomez *IDC Mexico*
Ash Patel *IDG U.K.*
Robert Bradley *IDG U.K. Tech Nework*
Sophie Curtis *IDG U.K. CFO World*

unsunghero

Karen Weston

Group Operations Manager

IDC Framingham

*IDC Senior Vice President **Vito Mabrucco** named Group Operations Manager **Karen Weston** his group's Unsung Hero, saying "Karen is someone who does so many different things for IDC and no one really notices it. She is involved in everything — handling accounting transactions, managing webinars, supporting the whole Directions presentations process, supporting [IDC SVP and Chief Analyst] **Frank Gens** and myself, and she never says no to anyone who asks her to do something."*

Name Karen Weston

Home Needham, Mass.

Career path Currently, group operations manager with IDC's Custom Solutions Group. I started out at IDC as a typist, preparing reports for printing on an IBM Selectric typewriter. Over the years, I have worked for various groups as an administrative assistant to group operations coordinator to my present role.

Primary job responsibilities I provide support for the Custom Solutions Group at IDC. I also work on IDC events including the corporate web conferences, Global Research Advisory Council (GRAC) and Directions. No two days are alike. The day can range from scheduling meetings to preparing month-end reports to assisting travelers with visas. I have been a guinea pig for adoption of new IDC technology, from Sekai to Juggernaut as well as other software programs.

Three things I do in a day's work 1) Read and answer email. 2) Check for contracts in Juggernaut and update the consulting database. 3) Something I never even thought about when the day started!

What I love most about my job Besides the friends that I have made here, I get to keep up with all of the latest technology. Sometimes it seems as though every day is something new.

Latest accomplishment We just wrapped up our latest GRAC, where we bring together our top 100 clients, 50 on each U.S. coast. I am responsible for sending the personalized invitations to clients, getting everyone registered and helping to coordinate travel plans, plus any special requests. I also collect the IDC presentations, do a quick quality-control check and then guide them through the process of initial review to posting on IDC.com.

LESLIE SHORT

***Karen Weston** joined IDC as a typist in 1978 "when it overlooked Route 128 in Waltham, Mass., and I was still in high school."*

What I'm doing to be a better employee I always try to help anyone who asks. If I don't know the answer, I usually know who does.

Interests outside the office My family keeps me pretty busy. My husband and I have three children, the youngest is still in high school. I like to garden and I'm a bit of a do-it-yourselfer at home. I have my own toolbox and ladders. Most recently I replaced a window screen and painted the trim on the house.

What others can't tell just by looking at me I am a member of the American Rose Society and known in town as "The Rose Lady."

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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William Stofega *IDC*
Karen Weston *IDC*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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IDG Sweden facilitates mentoring program in local IT industry

Hillevi Billinger, IDG Sweden's event/network project manager (l) and Eva Ekedahl, recruitment and leadership manager, coordinate the program for IT professionals to connect with more senior executives in their field.

SEE MORE ON PAGE 4

Also inside...

IDGNS launches App Review, Tech Tips videos

IDG Sweden sets mobile ad sales record

IDG Ventures company profile: Smartling

One on one: IDG Research Services' Janet King summarizes annual survey of tech buyers

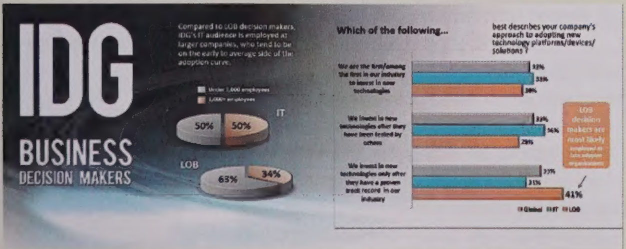
In honor of this month's Melbourne Cup horse race, IDG Australia held a Fashions on the Field hat derby.

SEE MORE ON PAGE 6

This week's Unsung Hero is IDG Germany's Simone Schulze, software engineer for OnlineWelten.

SEE MORE ON PAGE 8

IDG survey: The Echo Effect



IDG Research Services' recent survey shows that B2B tech buyers in IT functions are more likely than their line-of-business peers to have a hand in setting IT strategies and budgets, and they influence a larger average annual spend.

SEE MORE ON PAGE 3

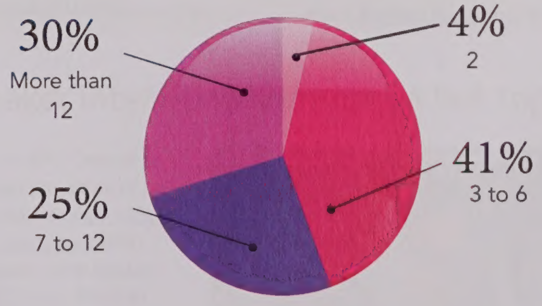
Writing Workshop

IDG Consumer & SMB Senior Copy Editor Steven Gray shares his grammar tips wisdom four days a week in the Writing Workshop employee blog.

SEE MORE ON IDG CENTRAL

Question of the week results

How many countries have you been in?



Log on to www.idgcentral.com to vote on this week's question:

Do you suffer from nomophobia?

CLICK HERE

App Review and Tech Tips videos offer IDG sites evergreen content

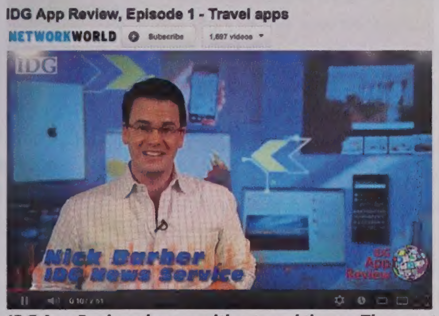
With the steady growth in demand for video content these days, the IDG News Service has developed two new products in addition to its weekly World Tech Update news program that business units can use on their sites.

IDG App Review spotlights four or five apps within a theme, such as travel or weather. IDG Tech Tips are short, how-to videos on how to get the most from popular software. Multimedia Correspondent and Video Content Manager **Nick Barber** and Multimedia Correspondent **Kerry Davis** pick the themes and demonstrate the apps in action, providing commentary on how they perform in two- to three-minute videos.

"Our goal is to offer regular, well-produced videos that have a long shelf life and provide consumers with information that's packaged in short, easy-to-digest clips," Barber said.

IDG App Review's themes have included weather, sky watching, news, photography, music, productivity, fitness and travel.

The apps are a mix of paid and free. Some are exclusive to iOS or Android, but most are available on all platforms. The most recent video is a shopping app theme for the upcoming holiday season.



IDG App Review, Episode 1 - Travel apps

IDG App Reviews began with a travel theme. The most recent video covers shopping apps from Best Buy, Google Shopper, Amazon Windowshop and other companies.

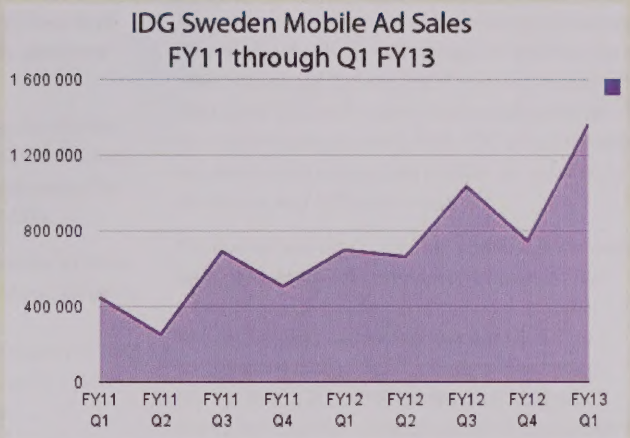
The five IDG Tech Tips have covered evergreen topics such as locking down your Facebook profile and shooting great photos. Barber said the recent IDG Photo Calendar Contest inspired him to record the most recent Tech Tip on how to shoot an HDR (high dynamic range) photo.

So far, the productivity and travel App Reviews and have proven to be the most popular. Companies profiled in the App Reviews have been able to promote the videos and help them gain visibility, as well. Barber (via @WorldTech Update and @nickjb) tweeted about the travel show, mentioning the Twitter handles of each of the companies profiled ("Check out IDG AppReview with @Kayak, @mobiata " etc). Kayak, for example, then tweeted about the video to its 300,000 Twitter followers.

Videos for both series are on www.idgns.com in the Video section. Employees can sign up there for a video alert to get an email every time an IDGNS video is posted.

The videos can also be embedded from Network World's YouTube channel. Suggestions for topics for either series are welcome. Write to Nick Barber. ■

IDG Sweden sets mobile ad sales record



Ad sales for IDG Sweden's mobile sites and apps topped US$118,000 in October.

IDG Sweden sales teams set a new record for mobile ad sales for the first month of the new fiscal year, bringing in more than SEK800,000 (US$118,000) in advertising revenue for the company's mobile sites and apps.

"We're getting a lot of traction in mobile advertising right now, so I'm really not surprised with the numbers," said **Pontus Jeppsson**, head of mobile at IDG Sweden. "We've worked very hard the last couple of years — both internally with educating sales reps and externally with visiting with clients and arranging seminars and trying to push the market in this direction. And it's starting to pay off."

The challenge, Jeppsson said, is often to get the advertiser to try that first mobile campaign. "Once they've done that, they're often happy with the results and will book again. So we try to make that first step as easy for them as possible."

IDG Sweden staff responsible for the four largest sales during the month of October were Account Manager **Martin de Besche**, Sales Manager **Jenny Elmqvist**, Key Account Manager **Turid Synnermark** and Account Manager **Angelica Lundin**.

For more information, contact **Pontus Jeppsson**. ■

Speaker interviews summarize hot topics

Go to IDG Central to view the array of recently posted five-minute video interviews with employees who spoke at IDG Global Product Line Meeting sessions on events, digital magazines, monetizing video and other topics.

GPLM 2012 Interview - Karsten Linde: Monetizing Mobile

*IDG Germany's **Karsten Linde** talked about his business unit's efforts to gain reader and advertiser revenue via mobile initiatives.*

Also available are **Bob Carrigan**'s summary of his keynote and full-length

OneonOne

Janet King

IDG Research Services

The general manager/VP of IDG Research Services is this week's columnist. Reach her at janet king@idgresearch.com.

> "IDG consumers are three times as likely as general technology consumers to give tech advice to others and more than twice as likely to be excited about new technology — this shows that IDG consumers are market leaders who influence and lead adoption trends."

More on IDG Central

Watch the video of Janet King's general session presentation at the Global Product Line Meeting here or view the slide deck.

Q At the GPL Meeting in Boston, you shared the results of a global survey IDG Research Services recently completed called "The Echo Effect: Understanding the Value of Tech Buyers." Why did we do this research, and how will we use the results?

A For the past three years, we have conducted an annual survey among visitors to IDG websites around the globe. The research is sponsored by the CEO's office and the goal is twofold:

1. Gain new insights into media behaviors/preferences that we can use to inform strategic decision making at IDG.
2. Provide tech marketers with information to help fine-tune their marketing strategies and more effectively reach key target audiences.

The research is timed so that it can be released at the start of the new fiscal year at the Global Product Line Meeting. After that we turn the research over to our sales and marketing teams for use in the field. [IDG Communications CEO] **Bob Carrigan**, [IDG Global Solutions President] **Matt Yorke** and I put together a roadshow, calling on major tech marketer and agency accounts in the U.S. during Q1. Sales teams at U.S. and international IDG business units will also leverage the research to help position our brands in the market.

Q For the first time you partnered with IDC to field this study. Why?

A A key goal of the survey each year is to better understand how tech buyers are using mobile, social media and video and to explore the role tech sites and print publications play in today's fragmented media environment. This year, we wanted to expand that focus and demonstrate to tech marketers that IDG reaches the audiences that matter most. To do that, we partnered with **Michael DeHart**, director of IDC's ConsumerScape 360° and consumer primary research, leveraging his group's well-respected segmentation model to help us demonstrate the value of our audiences worldwide and the "echo effect" tech marketers get from aligning with our brands. IDC counts many of the top tech marketers among its ConsumerScape 360° client base, so partnering with them lends third-party credibility to the research this year.

Q What were some of the top-line findings from the research this year?

A This year we had nearly 14,000 people respond to the survey from the U.S., Canada, Czech Republic, U.K., Germany, the Netherlands, Denmark, Sweden, Australia, India, Japan and South Korea. Respondents were a mix of technology consumers (those who purchase technology for themselves or their household but are not IT decision makers at work) and B2B tech buyers (individuals who are IT decision makers at work). With IDC's involvement, we developed compelling profiles for both our consumer and B2B audiences.

For our technology consumer audiences we were able to make direct comparisons between the research we conducted and the pool of general technology consumers tracked by IDC in its ConsumerScape 360° program. The results are exciting! IDG over-indexes on all key areas, demonstrating the strategic value of our consumer audiences.

1. IDG consumers are three times as likely as general technology consumers to give tech advice to others and more than twice as likely to be excited about new technology — this shows that IDG consumers are market leaders who influence and lead adoption trends.
2. IDG consumers are two-and-a-half times as likely as general technology consumers to purchase products with the most options and are significantly less likely to buy based on need — this demonstrates that IDG consumers are more likely to purchase devices at a higher average sales price than general tech consumers.
3. Last but not least, IDG consumers are significantly more likely to do research before buying and to consider the environmental impact when purchasing. The takeaway? IDG consumers are savvy, sophisticated consumers who respond favorably to advanced how-to content, product reviews and blogs.

Among our B2B audiences the results are equally compelling. For example, the research reveals some characteristics that distinguish B2B tech buyers in an IT function from their line-of-business [LOB] peers. For instance, IT decision makers are more often connected to the IT C-suite than their LOB peers. In addition, B2B tech buyers in IT functions are more likely than their LOB peers to have a hand in setting IT strategies and budgets, and they influence a larger average annual spend. However, like our consumer audiences, B2B tech buyers can also be profiled based on their attitudes about technology and media. People are people — and they carry their personal attitudes

continued on page 6

IDG Sweden facilitates mentoring program in local IT industry

Year-long program strengthens ties with constituency, drives new revenue stream

Mentoring programs that pair senior employees with newer employees eager to grow their careers are nothing new to many IDG business units. IDG Sweden has taken this concept outside its walls and created a mentoring program for IT professionals looking to learn from more senior executives in their field. In the process, IDG Sweden is strengthening its relationship with a number of key players in the local IT industry — and generating a modest revenue stream as well.

IDG Mentor was launched in 2011, and the first program had 30 mentor/mentee pairings. The year-long program is now offered twice a year, beginning in March and September, with mentors and their mentees meeting once a month. The most recent iteration began Sept. 18 and has 44 participants, with the 22 mentees each paying 15,000 Swedish kronor (US$2,300).

Hillevi Billinger, IDG Sweden event/network project manager who runs the program with Recruitment and Leadership Manager **Eva Ekedahl**, said IDG Mentor was started by IDG Sweden Business Manager **Britta Liljegren** and former Editor-in-chief Therese Järnankar. IDG Sweden's Career and Leadership division facilitates the program by matching the mentors and mentees and hosting networking get-togethers at its Stockholm office. The mentees' companies pay for their participation in the program; the mentors are unpaid and give their time to the program "because many had mentors earlier in their careers and they now want to give back to the business," Billinger said.

***Hillevi Billinger**, IDG Sweden event/network project manager (l) and **Eva Ekedahl,** recruitment and leadership manager, are responsible for the IDG Mentor program.*

IDG Sweden typically hosts two networking sessions per program for mentors and mentees at its office in Stockholm.

IDG Sweden markets the program to potential mentees through its professional networks, through ads in its magazines and on its websites and through mailings to its contact databases and previous attendees. Applicants' job titles run the IT gamut from product manager to sales representative to software engineer, with varying amounts of experience.

"We market the program to the mentors the same way," Billinger said. She said that some mentors return to the program, but most are new for each round and many apply to the program on their own without being recruited by IDG Sweden.

"They like the feeling of seniority, being able to give of their experience and seeing people grow, while getting new ideas and contacts from their mentees," she said. "It is of the utmost importance to us that these are the reasons that they participate in the program, that their biggest goal in this is to give of themselves and not to recruit or in any other way get business from the program." Mentors also receive a subscription to Computer Sweden and dinner with IDG Sweden CEO **Christer Björkin** and Computer Sweden Editor-in-chief **Jörgen Lindqvist**. They can also attend a few IDG Sweden

> In addition to generating a modest revenue stream, IDG Mentor is a way for IDG Sweden to strengthen relationships with its key constituents.

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IDG Ventures portfolio company profile

Smartling software simplifies translation of web content, mobile apps

Beginning with this issue, IDG World Update launches an occasional series that offers a snapshot of various IDG Ventures portfolio companies. Some may be of interest to IDG business units, some to employees and some just plain interesting.

Smartling provides an innovative, cloud-based translation management platform that lets companies build a consistent, up-to-date, global presence across any number of websites, web and mobile applications, and languages.

To make sure translations are done right, Smartling delivers real-time visibility and control of translation processes, with management dashboards, in-context editing, localized content, custom workflows and robust analytics.

Smartling integrates with existing IT tools and infrastructure, providing a broad set of APIs to allow developers to move content into and out of the Smartling system using industry-standard localization file formats. Alternatively, Smartling can capture new content and automatically deliver translated versions of websites, web applications and mobile apps through its secure global network, with minimal developer intervention.

Jack Welde, CEO, Smartling

Matt DeLoca, VP, sales, Smartling

Alex Rosen, managing director, IDGV

smartling HI!

At-a-glance

Location New York City
Business focus Cloud-based translation management system for websites and mobile apps
Year founded 2009
Chief executive Jack Welde
VP sales Matt Deloca
IDG Ventures contact Alexander Rosen
Website www.smartling.com

With Smartling, companies can engage and manage translators and reviewers in crowdsourcing translation projects, leverage the expertise of Smartling's certified professional translators or both.

How it works

The Smartling Translation Management System lets customers manage the entire translation process, enabling the customers and translators to translate, edit, review and publish content quickly and efficiently. Customers maintain control of the translation process.

1. Content to be translated is automatically captured via the Smartling Global Delivery Network or uploaded to Smartling using common localization file formats via Smartling APIs.
2. Customer project managers prioritize and assign tasks and track progress via management dashboards.
3. Translators, editors and reviewers translate, revise and proof content.
4. Notifications and alerts prompt each step in the translation process, which may include professional or crowdsourced translation or a hybrid of both.
5. Finished content is delivered to websites and applications via APIs or automatically via Smartling Global Delivery Network.

Target audience

The current and potential customer base includes senior management and executives tasked with globalization, localization, online marketing and strategic IT in both small (Web 2.0, mobile app) and Global 2000 companies that need to deploy and maintain multilingual, localized websites, web applications and mobile apps with frequently changing content.

Current customer base

Smartling has more than 1,000 customers on its Smartling Global Delivery Network serving over one billion page views per month. Customers have translated their content into 100 languages. Current customers include Foursquare, SurveyMonkey, GoPro, Path, Threadless, Path, IAC, Nokia, Pratt & Whitney and Uber.

IDGV portfolio company since

July 2011

Why IDGV invested

"At the high level, this is a really big idea," said **Alexander Rosen**, managing director, IDG Ventures. "The business world is getting more global and multilingual every day as evidenced by the continuing growth in the translation market (currently $30-plus billion and growing at a double-digit rate). Cloud-based software-enabled services are getting adopted more rapidly than ever before and can get valued highly at exit.

"Smartling is a unique company in that it faces limited direct competition, unlike many businesses we typically see. Most of the competition comes from traditional translation services, or companies doing it themselves, or not doing it at all because of the difficulty involved. The management team is great, and Smartling has demonstrated initial customer adoption with limited sales effort. We saw potential for helping the company expand its offering to the publishing world by leveraging IDG expertise worldwide."

Smartling offers a discount on its software to IDG business units. Contact Alex Rosen. ■

noteworthypeople

New employees

IDC New Zealand in Auckland welcomes **Adam Dodds**, research manager, Services. Before coming to IDC he worked for Vodafone New Zealand and Gen-i, a branch of Telecom New Zealand as manager of the strategic alliances team as well as financial solutions development manager. In his free time he enjoys running and spending time with his family. adodds@idc.com

Erin Johnston joins **IDC California**'s Worldwide Trackers team as an associate product marketing specialist. She previously worked at the El Camino Hospital Foundation as a database and development associate. A graduate of California State University/Chico, she holds a B.A. in business administration with an emphasis in marketing, and earlier this year she earned a certificate of specialization in project management from the College of San Mateo (Calif.). Away from her desk she enjoys reading, cooking, travel, football and live music. ejohnston@idc.com

Transfers

Silvi

Kristen Silvi joins **IDG Consumer & SMB** as a business development manager. She previously led special projects and provided strategic analysis for IDG Communications CEO **Bob Carrigan** and will continue to support him on certain projects. "Kristen's primary mandate will be managing business development efforts for IDG CSMB," said **Ulla McGee**, CSMB SVP, Digital Products. "She will source, analyze, negotiate and implement new business opportunities that strengthen both our brands and bottom line. To start, she will provide an assessment of our Insider and Superguides product strategies. Going forward she will collaborate with the digital products, editorial, sales and tech development departments. Kristen brings with her a broad understanding of business and the larger media landscape." ksilvi@idgcsmb.com

Heady stuff down under!

IAN SHARP

*(L-R): **Hannah Richardson**, manager, Online Services/Marketing; **Cate Bacon**, IT desktop and network support; **Cherry Yumul**, channel business development manager; **Hamish Barwick**, senior journalist, Enterprise; **Eamon Sharkey**, database administrator, Channel; **Anoushka Bock**; account manager, Channel; **Lee McLachlan**, art director, Channel; **Ann Hall**, director of first impressions; and **Kerry Frances**, account director, ANZ Enterprise.*

Staff at IDG Australia celebrated this month's Melbourne Cup horse race in style. Between placing bets, they held a Fashions on the Field hat derby of their own, judged by Enterprise President **Barbara Simon**, Financial Controller **Trish Stephen**, Managing Director **Davy Adams** and Director of IT and Development **Pascal Hakim.**

Cross (Atlantic) pollination

IDG WORLD UPDATE

*(L-R): **Andreas Thors**, PC for Alla editor-in-chief; **Joel Westerholm**, Macworld Sweden editor; **Miguel Rodrigo**, IDG CSMB research manager; **Mikael Lindkvist**, M3 techniocal editor; **Kristen Silvi**, IDG Consumer & SMB business development manager; and **Alexa Wriggins**.*

Three editors from IDG Sweden publications visited the IDG Consumer and SMB offices in early November "to share ideas and learn about best practices at IDG CSMB," said **Alexa Wriggins**, CSMB VP, Audience Development and Product Management. In addition, said IDG Sweden Publishing Director **Fredrik Agrén**, "I wanted them to learn about how IDG CSMB takes advantage of synergies between its consumer brands since we're now sharing everything — articles, databases, resources and staff."

continued from page 3

One on one

and behaviors into the workplace. Understanding B2B buyers from that vantage point can help tech marketers to more effectively align their media and messaging strategies. Applying a modified version of IDC's segmentation modeling to our B2B audiences reveals that these influential buyers fall into three segments based on their media attitudes and buying behaviors.

1. The largest segment, representing 43% of B2B decision makers at work, are social media leaders — this is a socially connected segment that leads the charge in terms of device adoption and usage in the workplace.
2. Representing one-quarter of our B2B audience, media traditionalists are similar to social media leaders in tech savvy/usage but diverge in their approach to the social web, preferring more traditional media sources/experiences.
3. Enthusiastic adopters account for one-third of our B2B audience. This group is most excited about technology and relies most frequently on the advice of peers before purchasing.

Interestingly, if you look at these segments from the IT vs. LOB lens you see that most IT decision makers fall into the advice giving, social media leader segment, while LOB decision makers are nearly equally split between social media leaders and the advice seeking, enthusiastic adopter group.

Q What kinds of assistance did you get from IDG business units worldwide for this study?

A IDG business units around the world play a key role in this research each year. They provide us with access to survey their audiences and spend time and resources promoting the survey to website visitors and readers. It is their willingness to collaborate each year that makes the research a success, so I would like to extend a big thank you to everyone who worked with my team on this initiative this year! ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Donna Fraser *IT World Canada*

21
Karen Wilde *IDG Enterprise*

18
Piper Sheer *IDG Communications*

14
Ellie St. Louis *CXO Media*
Francis Hare *IDC*

12
John Richard Gole *IDC*

10
Elissa Simpson *IDC U.K.*
Massimo Melis *IDC U.K.*

9
Jeanne Lowe *IDC*

7
Andrew Widjaja *IDG Australia*

6
James Lee *IDG Global Solutions EMEA*
Hao Ha *IDG Vietnam*

5
Nino Kerl *IDG Germany*
Fion Chua *IDC Singapore*
Balasubramanian Seshadri *IDC Center for Consultancy & Research/India*

4
Manh Nguyen *IDG Vietnam*

2
Roy Roelofs *IDG Netherlands*
Juliana Oliveira *IDC Brazil*
Alejandro Sierra Rivera *IDG Spain*
Robert Brothers *IDC*
Siddharth Bhandari *IDC New Zealand*
Desmond Smith *IDC New Zealand*

1
Matthias Sternkopf *IDG Germany*
Sneh Campbell *IDG Australia*

Tweet du jour

From IDG Communications CEO **Bob Carrigan** (@BobCarrigan):
"@eMarketer: Real-time bidding poised to make up 1/4 of all US display spending in coming years: http://ow.ly/fie2a " Probably higher.

continued from page 4

IDG Mentor

events for free, Billinger said.

A potential mentor needs to have at least six years of experience as a manager and eight years of experience in IT. "Most of the mentors have much more experience, and that's necessary since many of the mentees have a lot of experience, too," Billinger said. "We interview every mentor personally to make sure they have the right background and qualifications for the program."

> "The single most important part of the IDG Mentor program is the matching."
>
> *Hillevi Billinger*

Potential mentees are asked to fill out an application on the program's site . Some of the questions include Why do you want a mentor? What do you expect from a mentor? In what areas do you prefer the mentor has expertise? Billinger then interviews potential mentees, asking them more about their goals for the mentor year.

"I want to make sure I get to know them so I can pair them with the right mentor," Billinger said. She and Ekedahl then match applicants with potential mentors. "Then we go over them all again and again and change and change" until they feel they've made the right pairings. "Sometimes we turn away potential mentors and mentees and ask them to come back for the next program because we haven't found the right match," Billinger said. "The single most important part of the IDG Mentor program is the matching."

The initial meeting for mentors and mentees takes place at the IDG Sweden office and provides guidance for both groups on "how the mentorship should work and our recommendations for a successful partnership," Billinger said. Mentors get a little extra training in how to structure the relationship and some useful questions to ask as the relationship goes forward.

After the initial group meeting, the mentor and mentee meet one-on-one once a month for a year. Each pair determines when, where and how long to meet. Billinger said typical conversations center on everything from the mentee's current work situation, any problems he or she may be having on the job and goals for the mentoring relationship to the IT business in Sweden and ways to achieve a work/life balance.

IDG Sweden hosts networking sessions for the participants, usually twice per program. "This allows the participants to meet others in the program, have another chance to network, share common topics and simply have a nice evening," Billinger said. The company also holds a group event at the end of each mentoring cycle. There is also a dedicated website, which currently consists largely of information about the program and the forms for applicatants. A private IDG Mentor LinkedIn group gives members a way to contact each other, as well as providing Billinger with "an extra way of getting in touch with them if I need it."

Billinger said attendee feedback has been "overwhelmingly positive." Both mentors and mentees "really appreciate the program. They say that we have managed the mentor-mentee matching very well and that it is a great comfort to have a common ground in the IT business in which they don't have to explain everything to each other."

In addition to generating a modest revenue stream, IDG Mentor is a way for IDG Sweden to strengthen relationships with its key constituents. "IDG Mentor puts us in touch with so many people who are knowledgeable about both IT and IDG who we want to have a good relationship with," Billinger said. "They are people we can easily contact in the future for story ideas, use as sources and keep in our databases for future projects and events. They really like to be associated with IDG Sweden so it is a bonus for them that we sometimes write about them too."

For more information contact Hillevi Billinger. ■

unsunghero

Simone Schulze

Software Engineer

OnlineWelten, IDG Germany

***Philipp Senkbeil**, director of OnlineWelten, IDG Germany's online gaming network, named Simone Schulze his group's Unsung Hero. "During the redesign of our portal website www.OnlineWelten.com, which launched last month, she was solely responsible for all the development work along with the redesign," he said. "She programmed the new website completely on her own, did an absolutely great job and she kept pushing the project forward with tireless effort and motivated the entire team along the way."*

Name
Simone Schulze

Home
Berlin, Germany

Current title
Software engineer

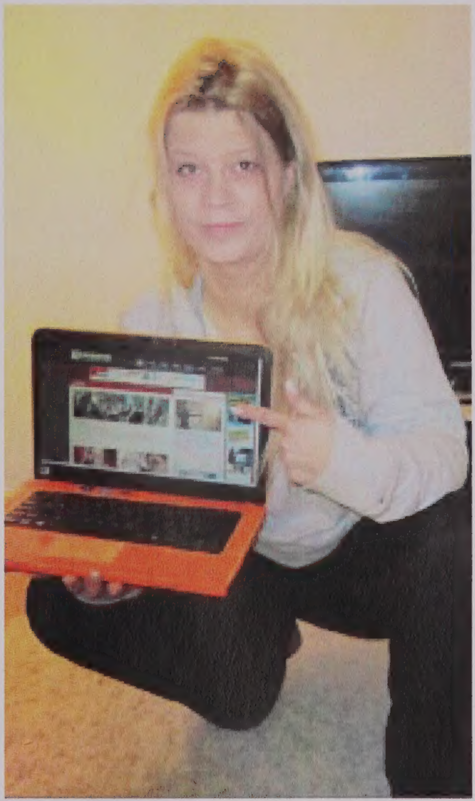
Primary job responsibilities
Taking care of all the programming needs of OnlineWelten.com and its network. For the last month my primary concern was the relaunch of OnlineWelten.

Three things I do in a day's work
Realize ideas and test them. Fix bugs whenever and wherever they occur.

What I love most about my job
I love to see the results of my labor working and the happiness of my team.

A hot-button issue I'm dealing with on the job
With regards to the recent relaunch of www.onlinewelten.com I am constantly trying to optimize our site for Google and other search engines.

Latest accomplishment
I completely remodeled the back and front ends of OnlineWelten.com and halved the response time of the site. I had to take apart the old code and rebuild it in a modern "model-view-controller" architecture. That made it necessary to replace the old back end and the template engine. Now we're sure that no code fragments from years back strain our server resources or that possible errors will affect other, unrelated parts of the site. I also reduced the Javascript libraries from three to one. For usability purposes we use a lot of Ajax but had to take search engine considerations into account.



***Simone Schulze** joined IDG Germany in 2011. Above, she shows off the OnlineWelten gaming portal she helped redesign.*

Career highlights
First programmer for StudiVZ, the Berlin-based social networking platform for students. In 2006, I relaunched the 2004 game Land of Destruction using MVC architecture. Since then I've been in charge of maintaining it and have developed it further.

What you're doing to be a better employee
I work hand in hand with my team and don't shy away from giving constructive feedback.

Interests outside the office
My kids and the universe.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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Breakfast briefing introduces DEMO to Brazilian market

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Top News

E3 adds to collection of industry awards

Steal this tip: Slideshows can drive site engagement

One on One: IDC President & CEO Kirk Campbell

IDG Sweden's Hillevi Billinger's a cappella quartet takes seventh place in international competition.

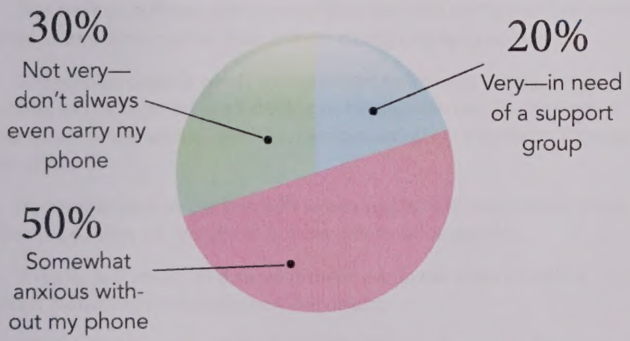
SEE MORE ON PAGE 6

IDG Business Media Audience Development ManagerClaudia Völk is this week's Unsung Hero.

SEE MORE ON PAGE 7

Question of the week results

How nomophobic are you?



Log on to www.idgcentral.com to vote on this week's question:

Thanksgiving is often associated with eating pie. What's your favorite kind of pie?

CLICK HERE

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central is a great way to share what's happening at your business unit with colleagues around the world. All employees are invited to send photos depicting a little slice of life at the office, at an event or even after hours. Send the photo with a short description to idgcentral@idg.com.

Tweet du jour

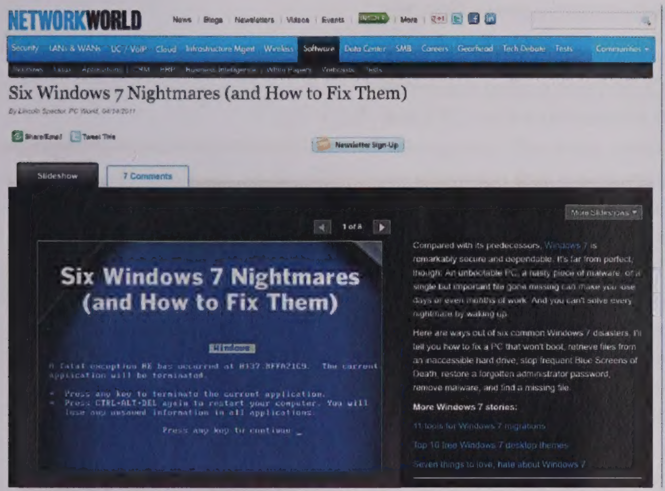
CITEworld (@CITEworld)
Social networks only deliver value if you know how they're being used: share.es/GR5Wy

Anne McCrory (@AnneinTech)
IDG Enterprise's latest research delves into the #BigData trend. bit.ly/IDGEBD2012 #IT.

PCWorld (@pcworld)
Traveling for the holidays doesn't mean giving up Internet access. Here's how to stay connected on the road: pcwrld.us/Ujh7jv

Steal these tips

Well-done slideshows can drive site engagement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Share/Email | Tweet This
Newsletter Sign-Up
Slideshow | 7 Comments
More Slideshows
1 of 8
Six Windows 7 Nightmares (and How to Fix Them)
Windows

Six Windows 7 Nightmares (and How to Fix Them)

By Lincoln Spector, PC World, 04/14/2011

Compared with its predecessors, Windows 7 is remarkably secure and dependable. It's far from perfect, though: An unbootable PC, a nasty piece of malware, or a single but important file gone missing can make you lose days or even months of work. And you can't solve every nightmare by waking up.

Here are ways out of six common Windows 7 disasters. I'll tell you how to fix a PC that won't boot, retrieve files from an inaccessible hard drive, stop frequent Blue Screens of Death, restore a forgotten administrator password, remove malware, and find a missing file.

More Windows 7 stories:

11 tools for Windows 7 migrations

Top 10 free Windows 7 desktop themes

Seven things to love, hate about Windows 7

This Network World slideshow generated 75,000 page views and 73 comments.

Well-crafted slideshows with carefully selected graphics can make everyone happy. For readers, they are educational without requiring the time needed for longer text-only articles; for editors they can be quickly put together with a minimum of text, letting the graphics carry the informational weight; and management likes slideshows because they help attract visitors to the site and drive page views.

In June, for example, Network World posted a **slideshow** about the worst data breach incidents to date in 2012 that drove more than 100,000 page views, while a story on how to solve Windows crashes with a **slideshow** on fixing Windows 7 nightmares generated 75,000 page views and 73 comments.

Here are some tips that Network World editors shared on what makes a successful slideshow:

- The best slideshows are those where the picture/figure/illustration adds information, rather than the art being simply ornamental.
- Slideshows make a great complement to articles, a way, for example, to package product details or test/review results that, while discussed in the article, can also be consumed by thumbing through the slides.
- Resist the urge to pack in 500 words explaining each slide. Slideshows are, after all, meant to convey information quickly.
- It really isn't much of a show if there are fewer than six slides, which Networld World sets as a minimum.
- Don't be afraid of running long slideshows, especially if the content is easily digestible. Network World has had some with more than 30 slides that have done outstandingly well.
- Some slideshows have a long shelf life and can be added to over time and constantly promoted.
- If your slideshow tool has promotional slots you can use to point to other slideshows, consider pointing to your most successful shows, not just those that are related by topic.
- SEO best practices are perhaps more important here than in articles, in that there are fewer words to convey the topic, so it is critical to pack the headline and deck with keywords.
- Not many social media sites like slideshows, though a few are more image-oriented, like StumbleUpon, Pinterest and Buzzfeed, so concentrate your efforts on promoting slideshows to these sites.

For more information contact **John Dix**.

Have you had success with creating slideshows? Go to IDG Central and add your own tips in the comments field at the end of this article. ■

E3 adds to awards collection with two honoring growth, website

IDG WORLD EXPO

Some of the IDG World Expo employees involved with E3 display the award the show received for being among the Top 25 fastest-growing trade shows. (Seated, l-r): Manager/Sponsorship Programs ***Nan Funsch****, VP/General Manager* ***Madeline Kruzel****, Executive Assistant* ***Leanne Rabitor****. (Standing, l-r): Senior Program Manager* ***Donald Young****, Sales Manager* ***Giovanni Stein****, Marketing Specialist* ***Kristen Dacey****, Marketing Manager* ***Jacklyn Mellen****, VP/Marketing* ***Melissa Messier*** *and Senior Operations Manager* ***Bryan Rusciano****.*

Electronic Entertainment Expo (E3), produced by IDG World Expo, has received several industry awards this year and collected two in the past several weeks.

Two IDG World Expo employees traveled to the Trade Show News Network (TSNN) Awards event in Louisville, Ky., earlier this month to accept E3's award for being among the Top 25 Fastest-growing Trade Shows in the U.S.

The selected events were evaluated based on averages of net square footage growth between 2009 to 2011. Though the event was presented this month, the **list of winners** was originally announced in June.

More recently, the E3 website won a silver award for Best Web Site/Microsite at the EVENTtech Event Technology Awards. **Click here** for more information.

OneonOne

Kirk Campbell

IDC

The president and CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.

> "On the research side, we are investing in FY 2013 to develop increased, relevant end-user content for our subscribers. We plan to expand our content in key areas such a data center transformation, data management, customer experience and mobility. Our goal is to make the IT Executive Program business a major component of IDC's revenues in future years."

Q Speaking at this year's Global Product Line Meeting for the first time, you mentioned that IDC is eager to partner with other IDG business units when and where appropriate. Can you provide some examples of successful IDC/IDG partnerships to date?

A Yes, I certainly can. When you combine the talent and unique assets of IDG Communications and IDC, we are unbeatable in the technology marketplace. There are several main areas of collaboration that I will summarize. One area is in terms of the editorial content of IDG media properties. We love to see IDC forecasts, market data and analysts quoted in IDG publications and websites. IDG media do an excellent job quoting IDC research and analysts, and we are happy to provide additional IDC information to drive the quote level even higher. In addition, IDC likes to conduct research surveys of IDG publications' audiences. The resulting IDC research can be published in summary form in the relevant IDG publication and also used to produce an IDC research report. A second major area of collaboration and partnership is the conference business. There are many opportunities for IDG and IDC business units to work together to produce more successful conferences. IDC is happy to provide analyst speakers or moderators, assist in the development of the conference agenda, develop a conference external advisory board, recruit external speakers, etc. A third big area of collaboration is in increasing sales to clients when IDG business units and IDC collaborate to sell conference sponsorships or each others' products and services. I will provide below some examples of IDC/IDG Communications partnerships around the world so you can understand the active collaboration that takes place today to drive higher customer value and increase profits for both IDG Communications and IDC.

IDC and IDG Enterprise have a partner agreement in place that makes IDC research available to the IDGE editorial team and in exchange IDC participates as an analyst partner in the networking area at CIO magazine's annual CIO Leadership Event, CIO 100 and the regional CIO Perspective series. IDC analysts speak at these events when requested. For example, [EVP/Worldwide Research Products & Chief Research Officer] **Crawford Del Prete** presented last July at the CIO Perspectives conference in Boston. Since 2006, Computerworld and IDC have cooperated on an annual Business Intelligence research survey. A member of IDC's Big Data/Analytics research team presents at Computerworld's annual Business Intelligence & Analytics Perspective Conference. Computerworld recently launched a Power of Big Data regional event and [SVP/Software & Services Research] **Henry Morris** and [Program VP/Business Analytics] **Dan Vesset** presented at the New York City conference last June, and Dan Vesset will present again at the planned February event to be held in San Francisco. We also work with the Network World team on their IT Road Map regional series of events. Two to three IDC analysts present and moderate morning tracks. IDC also has partnered with IDGE on new custom events covering the social business and mobility areas.

IDC Asia/Pacific has actively worked to expand its offerings across the region through strategic partnerships with IDG, most notably with its flagship event, the CIO Summit, which now takes place in 14 cities throughout the region. IDC works very closely with IDG Australia to deliver CIO conferences in Sydney, Melbourne, Perth, Brisbane and Adelaide. The CIO Australia events have grown steadily each year in terms of CIO attendance and conference revenues since the IDC/IDG Australia partnership was launched four years ago. IDC India collaborates with IDG India to deliver a number of joint events. Our partnership with IDG India ensures greater city-level reach and improved end-user attendance by combining the two companies' databases, and we also maximize sponsorship sales by working closely together to target key accounts. IDC Asia/Pacific also collaborates closely with IDG licensee Fairfax Business Media. For a number of years the two business units have cooperated in New Zealand to produce a CIO Summit, which this year drew over 350 CIO attendees and earned almost $1 million in revenue. The IDC/Fairfax Media partnership expanded in 2012 and launched new CIO Summits in Singapore and Kuala Lumpur with excellent first-year results.

IDC EMEA collaborates in a number of different ways with IDG business units. IDC U.K. has collaborated for many years with IDG Global Solutions in the U.K. to jointly win business and work together on delivery so that IDG and IDC can offer the best possible solutions for our customers in region. This cooperation led in recent years to a huge contract with Oracle to organize and implement their Oracle Day conferences in emerging countries in EMEA. Oracle Day is Oracle's flagship event for custom-

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Breakfast briefing introduces DEMO to Brazilian investors, entrepreneurs

With the inaugural DEMO Brazil scheduled for June 2013, event organizers held a kick-off breakfast this month in São Paulo to spur local interest in the new-technology launch conference.

"We wanted to create buzz around DEMO Brazil and attract the attention of investors, venture capitalists, IT companies, market influencers and opinion markers," said Executive Producer **Silvia Bassi**. "Although DEMO is 22 years old, it is relatively unknown in Brazil, and one of our challenges is to make sure the target audience correctly understands DEMO's concept and its global importance." (Bassi is also president and publisher of IDG's Brazilian licensee Now!Digital Business Ltda.)

The event, which drew 80 people, started with a presentation from IDC Brazil Senior Analyst **Anderson Figueiredo** about the future of the IT market and the technologies that investors and start-ups should be aware of when thinking about investing in and developing new products. Bassi then spoke about DEMO's overall concept and how the event works.

In a welcome video DEMO SVP **Neal Silverman** cheered the local launch and its addition to the DEMO international lineup. Geraldo Santo, co-founder of Beats Brazil and DEMO partner of Now! Digital, spoke about the challenges of the Brazilian IT market and DEMO Brazil's sponsorship opportunities. (Beats Brazil is one of the country's largest IT conference organizers and will also be working with IDC Brazil's on its 2013 events.)

The morning ended with a round table discussion on the state of innovation in Brazil, the importance of local start-ups in a global economy and the challenges they face. Nei Grando, consultant and author of the book *Innovating Entrepreneurship* and Sergio Cavalcante, CEO of C.E.S.A.R. one of the country's largest start-up accelators, led the discussion.

Bassi and Santos are building "a team of mentors" that will help DEMO Brazil organizers select the best companies to demonstrate their products in June. Bassi said the mentors will include representatives from partnering firms such as Endeavor Brazil, Anjos do Brasil, Insper Business University and Silicon House. The latter, she said, is an organization that fosters start-up companies. It owns a house in Mountain View, Calif., where startups can, for 28 days, immerse themselves in local mentoring classes, meet with local companies, academics, professionals and investors. Bassi said that through DEMO Brazil's partnership with Silicon House and the demonstrators that win the DEMO God award for best presentation and Alpha Pitch award for best student presentation will each receive a stay at the house.

DEMO BRASIL 2013
A PLATAFORMA LATINOAMERICANA DE NOVAS TECNOLOGIAS E STARTUPS
Realiza
IDG
beats brasil

*(L-R): DEMO Brazil Executive Producer **Silvia Bassi**, Consultant Nei Grando, C.E.S.A.R. CEO Sergio Cavalcante and Beats Brazil co-founder Geraldo Santos discuss the state of innovation in Brazil at the DEMO Brazil kick-off event.*

Bassi said she expects to have 50 demonstrator firms at DEMO Brazil and at least 15 Alpha Pitch early-stage entrepreneur companies. "We are open to demonstrators from any country," she said, "and we will create ways to bring in a lot from across South America." DEMO Brazil will have the standard DEMO format in which presenters have six minutes to introduce their products with no PowerPoint presentations, followed by feedback from a panel of entrepreneurial experts.

> "One of our challenges is to make sure the target audience correctly understands DEMO's concept and its global importance."
> *Silvia Bassi*

DEMO Brazil, to be held in São Paulo in June 26-27, 2013, joins a full slate of international DEMO events. DEMO China Spring 2013 opens in Shanghai, March 20-21, the same dates as DEMO India 2013 in Bengaluru, India; DEMO Mobile 2013 is April 17 in San Francisco; the inaugural DEMO Russia will take place in June 2013; and DEMO Africa 2013 will take place Oct. 23-25.

More information about DEMO is available here or from Neal Silverman. For more information on DEMO Brazil contact Silvia Bassi. ■

continued from page 3

One on One

ers and prospects in many countries around the world. As a result of the IDG Global Solutions/IDC partnership, we have been able to jointly run the Oracle Day events in key growth countries in 2010 through 2012, and we expect the business to renew next year. More recently thanks to the active support of [IDG Global Solutions President] **Matt Yorke** and [IGS Managing Director] **Kumaran Ramanathan**, IDC has expanded its partnership with IDG Global Solutions to Asia/Pacific where we are working together to offer more comprehensive joint go-to-market solutions for technology vendors. The new partnership in Asia/Pacific has already led to increased business for both companies in the region.

IDC's country businesses typically collaborate with the local IDG business unit. For example, IDC Benelux and IDG Netherlands jointly produce each year a highly successful CIO Summit. IDG Denmark and IDC Nordic run an excellent CIO Awards program each year. IDC Germany and IDG Germany's flagship publication, Computerwoche, for the past four years have carried out a joint online research survey of IT departments in Germany. The findings provide comprehensive insights into German IT priorities and IT investment plans. The overall results are published as the IT Compass ("IT Kompass") in the CeBIT edition of Computerwoche. The survey results also are used in several IDC Germany research reports and the entire study in available for purchase on Computerwoche's online store.

COMPUTERWOCHE
IDC
Marktstudie
Was bewegt deutsche IT-Abteilungen?
IT-KOMPASS

IDC Germany and IDG Germany's Computerwoche have collaborated on an online research survey of IT departments for the past four years.

To sum up, cooperation between IDC and IDG Communications business units is going well and driving increased business, but there is always room for improvement. IDC would be happy to explore new partnership opportunities with IDG in any business unit worldwide.

Q It was about two years ago that IDC announced its IT Executive Programs offering. How is it doing?

A IDC announced in November 2010 the launch of its IT Executive Programs (IEP). This is IDC's single most important growth initiative since IEP is expanding IDC's customer base beyond technology vendors to IT executives (CIOs, CTOs and senior IT management). IEP is a comprehensive technology advisory service that provides access to IDC's industry-specific Insights research, IDC's technology research as well as extensive research analyst inquiry support. The highest-level IEP offering also provides access to an IDC CIO Advisor and membership in and the outstanding benefits of the CIO Executive Council (by the way, another key example of collaboration between IDC and IDG). IEP helps IT executives mitigate the risks and maximize the benefits from their technology investments. IEP has met with a positive response in the marketplace. IT executives are seeking an alternative to their current IT advisory providers and are eager to understand IDC's capabilities. Our focus on the four pillars of industry transformation (cloud, mobile, big data/analytics and social) are top priority topics for IT executives. IDC's reputation for fact-based advice, our strength in industry research vis a vis Insights and our unique global strength have proven to be key selling points.

We are pleased that the IEP subscription business has grown in two years to over 70 clients with an average advisory contract size of $50,000. We are targeting to reach the 100-client level by the end of 2013. We are actively investing in expanding our sales force to grow this end-user customer base. In the past two years, we have met with hundreds of IT executives. We have learned a great deal about what resonates well and what gaps there are in the market. As a result, we continue to adapt our messaging and content to better address IT executive needs. On the research side, we are investing in FY 2013 to develop increased, relevant end-user content for our subscribers. We plan to expand our content in key areas such a data center transformation, data management, customer experience and mobility. Our goal is to make the IEP business a major component of IDC's revenues in future years.

Q What is IDC doing in terms of providing its clients with mobile access to IDC research?

A Providing our clients with mobile access to IDC's subscription research is a top priority for our company and our IT team in FY 2013. We have a four-stage plan for rolling out the IDC mobile access in the calendar year. First, we plan to launch full mobile access to all of IDC Tracker research by this spring. We will be launching an innovative and leading-edge IDC Tracker on-line querying tool that will be available on all PCs and tablets plus we will offer on-line dashboards for interactive views of the data, which will be available on all mobile devices (laptops, tablets and smartphones). After that we plan to launch an iPad app that will provide clients with access to the IDC research that they subscribe to, and they will be able share it with authorized users. By the fall of 2013 we are planning to roll out access to IDC research for all types of tablet devices. Finally, late in 2013 we will be launching smartphone access to IDC's subscription research. So by the time we get to the end of 2013, all of IDC's subscription research (both IDC Trackers and IDC Continuous Information Services) will be accessible on all types of mobile devices. IDC's IT department is going to be very busy launching these research delivery enhancements for IDC's customers. ■

noteworthy

New employees

Young
PETER SHORT

IDG Framingham has hired **Robert Young** as research manager, Enterprise System Management Software. Previously IT service desk manager with Communispace, he holds a B.S. in IT resource management from Wilmington University in New Castle, Del., and an MBA in security management from Anna Maria College in Paxton, Mass. Away from the office he enjoys long-distance running and spending time with his wife and two children. ryoung@idc.com

Halbower
IDG WORLD UPDATE

New at **IDG Consumer & SMB** is Senior Software Developer **Byron Halbower** who will be working on both the front and back ends of the division's websites and CMS. He was previously a software engineer/senior web developer at Archetype Solutions. In his free time he enjoys seeing movies with his wife, rock climbing with his six-year-old daughter and playing baseball with his three-year-old son. bhalbower@idgcsmb.com

Costello

Previously a major account manager with Arrow S3, **Barbara Costello** joins **IDC California** as a global account manager, primarily managing the Oracle account. She holds a B.A. in English from Notre Dame de Namur University in Belmont, Calif. She rode dressage horses for 10 years and "successfully showed my gelding up to third level." She now trains German Shepherds; "I have a female with two American Kennel Club herding titles and a 10-month-old puppy who is just starting his herding work." bcostello@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Birgit Goetz *IDG Germany*

26
Marianne Kraus *IDG Germany*

24
Sally Reinfeld *IDG*

23
Elizabeth Heichler *IDG News Service*
Susan Middleton *IDC*
Annika Svanström *IDG Sweden*

22
Michaela Maack *IDG Germany*

21
Gabriela Meijnckens *IDG Netherlands*

19
Przemyslaw Gamdzyk *IDG Poland*

16
Tehmasp Parekh *IDC Australia*

15
Hyun-Ju Kim *IDC Korea*
Alexander Mohn *IDG Germany*
Ludovic Poussier *IDC France*

13
Neil Bennett *IDG U.K.*
Snjezana Popovic *IDG Germany*
Gaby Salvisberg *IDG Switzerland*
Lars Harkjær Møller *IDG Denmark*

12
Heiko Klinge *IDG Germany*
Isabella Tillmann *IDG Germany*
Robert Swiniarek *IDG Poland*
Ellen Hughes *IDC*
June Harmon *IDG Denmark*

11
Michael Trier *IDG Germany*

10
David Senf *IDC Canada*

9
Helena Chappell *IDC U.K.*
Michael Hennessey *IDC*

7
Attaphon Satidkanitkul *IDC Thailand*
Paulina Salcedo *IDC Mexico*
Natalia Villacampa Plasin *IDG Spain*
Mikkel William Nielsen *IDG Denmark*

6
Reto Vogt *IDG Switzerland*
Elzbieta Olszewska *IDG Poland*

5
Maria Belen Alemany *IDC Argentina*
Stefanie Klapetek *IDG Germany*
Al Hilwa *IDC*
Ditte Friis *IDG Denmark*

4
Bibi Yengkokpam *IDC Center for Consultancy & Research*
Lukasz Grabczynski *IDG Poland*
Jenny Sewell *IDG Australia*

3
Nallely Rosales *IDC Mexico*
Kristen Kells *CXO Media*

2
Robert Theunissen *IDG Netherlands*
Diego Silva *IDC Brazil*
Hamasa Rahimi *IDG Germany*
Hideo Yamada *IDC Japan*
Kasey Cassells *IDG Connect International*
Brooke Griffiths *IDG Connect International*
Tom McDonald *CXO Media*
Hack Warrensford *IDG*

1
Pei Wang *IDC China*
Martin Bruining *IDG Netherlands*
Maringo Vlijter *IDG Netherlands*
Camila dos Santos *IDC Brazil*
Martin Jahn *IDC Brazil*
Claudia Medina *IDC Mexico*
Andrea Haberl *IDG Germany*
Sabine Schlund *IDG Germany*
Robrahn Mikkel *IDG Germany*
Tsutomu Suganuma *IDG Japan*
Brian Hawthorne *CXO Media*
Andrew Ferris *IDG Communications*
Eric Voellings *CXO Media*
Michael Thompson *IDG Communications*
Daniel Krakowski *IDG Sweden*
Lena Klaesson *IDG Sweden*

"Sweet" success for Swedish quartet

*IDG Sweden Event/Network Project Manager **Hillevi Billinger** (left) and ReMix will compete at the Sweet Adelines International European championship early next year.*

IDG Sweden Event/Network Project Manager **Hillevi Billinger** and her a cappella quartet ReMix took the stage last month at the Sweet Adelines International championship competition in Denver. ReMix finished fifth out of 50 quartets from around the world, the seventh time Billinger has been part of a group that's finished in the top 10 in international competition.

Billinger, who sings tenor, the highest voice part in women's barbershop, has been involved in barbershop-style choruses since her youth. Next up for ReMix is the European championships in The Netherlands next March. Click here to see ReMix at last year's SAI competition, where they finished fourth. Click here to read more about Billinger and ReMix. ■

unsunghero

Claudia Völk

Audience Development Manager

IDG Business Media

***Mirja Wagner**, database operations director with IDG Business Media GmbH in Munich, Germany, named Audience Development Manager **Claudia Völk** her group's Unsung Hero. "She has been with IDG 21 years and knows everything about circulation. She is responsible for the distribution of our business titles, tracking circulation audits for the IVW [Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern, a German circulation-control group] and supporting me in the budget process. She does a great job, is very helpful and absolutely reliable."*

Name
Claudia Völk

Home
Peißenberg, Bavaria

Current title
Audience development manager.

Primary job responsibilities
Distribution for all IDG Business Media titles, responsible for IVW tracking. Another big part of my job is the development of our CRM system, which includes data selection, data qualification and building processes for getting new addresses. I am also our customer-service contact person.

Three things I do in a day's work

- Maintaining our database of 500,000 business contacts is one of my most important roles. I do specified name selection, but my focus is really data qualification and growing the database.
- Cost control, fiscal reports and reviewing our circulation performance.
- Reader revenue is also a big part of my job. Every day we think about new products, such as case studies, book projects and paid content.

What I love most about my job
I really love working with such a great and loyal team in a very nice atmosphere. I also like the challenge of developing new ideas and IDG's Let's-try-it mentality.

***Claudia Völk** joined IDG Germany in January 1991.*

A hot-button issue I'm dealing with at work
We're always thinking about how we can get more digital revenue from our readers and what new digital products we can offer our customers.

What I'm doing to be a better employee
I share my know-how with colleagues and try to stay cool in busy times.

Latest accomplishment
I am very happy that the digital Computerwoche is now in the IVW tracking system. That was really difficult, because the IVW has very stringent terms and digital issues are fairly new in Germany.

Career highlights
After 20 years at IDG I am an expert in all circulation issues. Beginning in the database operations department, I supported the development of our CRM system called DIALOG, which is essential for improving our database. Another highlight was my 20th-anniversary trip to Ecuador, Galapagos and Greenland.

Interests outside the office
I like hiking, mountain biking, skiing, traveling and spending time with my boyfriend.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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IDG World Update

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Pete Longo named CEO of IDG Consumer and SMB

IDG Communications CEO **Bob Carrigan** announced at an all-IDG Consumer & SMB meeting in San Francisco last week that **Pete Longo** has been named CEO of the business unit and will also remain as IDG TechNetwork CEO.

Carrigan said that the appointment represents a management merger and that CSMB will remain an independent, editorial- and product-driven business unit and will benefit from business-side collaboration with TechNetwork.

Longo

"The goal is to create alignment and managerial efficiencies under one CEO to support a business strategy that will enable IDG to compete at a scale that is required in today's consumer media space," Carrigan said. "Under Pete's leadership, this management merger enables us to take advantage of the capabilities of the IDG TechNetwork and the audience power of our market-leading consumer sites to unlock new data-driven strategies, leverage TechNetwork's private exchange capabilities and syndicate video across hundreds of TechNetwork affiliates."

Longo joined IDG in 2008. His experience in the consumer tech category includes several executive positions at Ziff Davis Media with PC Magazine, eWEEK, and MacWeek and serving as executive VP and president of digital magazine provider Zinio. He has also worked with CMP Media and Sport Magazine.

Write to Peter Longo. ■

Tweets du jour

CITEworld @CITEworld
5 things that can go wrong in online communities — and how to avoid them. @ron_miller shar.es/6vfmq

Danielle Levitas @dlevitas
VC panel at #mnextforum is all/only about iOS & Android in mobile..."no need" or chance for other mobile OSes (no funding from these guys).

In this issue

Computerworld takes home six Folio awards

IDC Nordic launches 360°IT conference

One on one: IDG Enterprise Executive Producer Matt Goebel discusses online, mobile design

IDG Germany recognizes outstanding employee projects with Best Practice Awards.

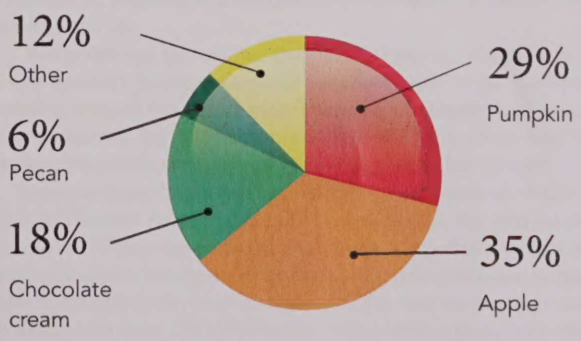
SEE MORE ON PAGE 5

Celebrating 20: IDC U.K. SVP Sales and Marketing/EMEA Keith Henry travels to Mauritius.

SEE MORE ON PAGE 8

Question of the week results

What's your favorite kind of pie?

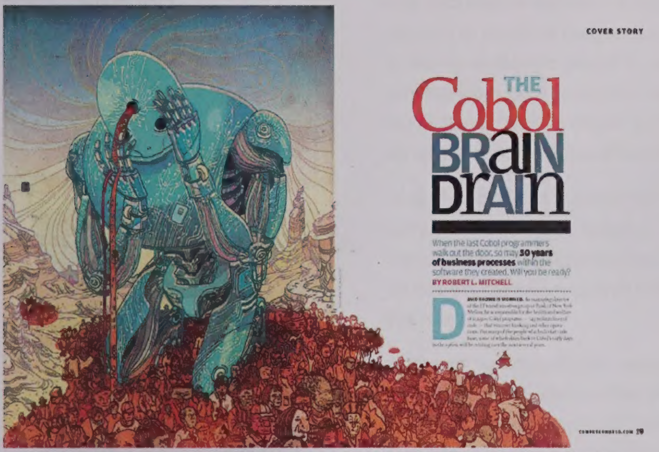


Log on to www.idgcentral.com to vote on this week's question:

Do you trust Facebook?

CLICK HERE

Computerworld takes home six Eddie, Ozzie awards from Folio:



COVER STORY

THE Cobol BRAIN DRAIN

When the last Cobol programmers walk out the door, so may **30 years of business processes** within the software they created. Will you be ready?

BY ROBERT L. MITCHELL

*IDG Enterprise Art Director **April Montgomery** worked with illustrator Victo Ngai to create this award-winning illustration. The feature also captured the silver award for Best Design.*

Computerworld took home six Eddie and Ozzie awards from Folio: last month.

The annual Eddie and Ozzie Awards program is the largest awards event of its kind and honors the best in editorial (the Eddies) and design (the Ozzies) across both print and online magazine publishing in both the consumer and B2B spaces.

Judges selected the winners from more than 2,000 submissions. Computerworld's awards include two golds and two of the three awards in the online news category.

Eddies

- Best Online Tool B-to-B
  Gold
  [Salary Survey 2012](#)
  (Mari Keefe, Emily Hart, Piyush Ailwadi)
- Best Digital Edition B-to-B
  Silver
  Computerworld June 2011
  (Ellen Fanning, April Montgomery and Computerworld staff)
- Best Online News Coverage, B-to-B
  Silver
  Coverage of [Steve Jobs, 1955- 2011](#)
  (Computerworld staff)
- Best Online News Coverage, B-to-B
  Bronze
  [Cyberwarfare coverage](#)
  (Gregg Keizer and Jaikumar Vijayan)

Ozzies

- Best Use of Illustration, B-to-B above 100,000 circulation
  Gold
  "The Cobol Brain Drain," May 2012
  (April Montgomery)
- Best Feature Design, B-to-B above 100,000 circulation
  Silver
  "The Cobol Brain Drain," May 2012
  (April Montgomery)

A complete list of the Folio: Eddie and Ozzie award winners can be found [here](#). ■

IDC Nordic hosts broad-based IT360° conference

*IDC Nordic Research Manager **Jan Horsager** (left, with microphone) leads a panel discussion on how to ensure corporate innovation and growth through IT. The panelists were (l-r): Laurits Bach Sorensen, CEO, Aastra Denmark; Deniz Cartelli, business unit manager, Software Sales, IBM Denmark; and Torben Krog, COO, CapGemini Denmark.*

IDC Nordic last month launched its 360° IT Conference in Copenhagen, Denmark, drawing more than 80 CIOs, CTOs and IT managers for a day's discussion of how organizations can take better advantage of IT's potential to grow both businesses and innovation.

"This was the first time we've hosted such a broad-topic conference," said IDC Nordic Project Manager **Trine Børve**. "The focus was on the four major pillars IDC has defined as the industry's top trends — Cloud, Big Data, Mobility and Social Business. If these are utilized and implemented correctly in corporations, they can change businesses and foster opportunities and innovation."

With IDC Nordic Conference Specialist **Kikki Godskesen** handling event operations, Børve designed the day's agenda with IDC Nordic Research Manager, IT Services **Jan Horsager** and Research Manager, Unified Communications and Telecom **Jason Andersson** to include discussions of social business, collaboration and the consumerization of IT. Andersson also spoke on how best to balance cost, business and risk.

"We asked our conference partners to focus on the different areas and ensured that speakers and panelists were in sync by hosting a meeting prior to the conference where we discussed their focus. This ensured that our moderators could keep the focus on the link between the trends and technologies discussed," Børve said.

Børve said the "high-level audience" — members of which paid 6,085 Danish Kroner (US$1,054) — enjoyed a day of dynamic discussions. "These were inspired by relevant keynote sessions and hosted-discussion lunches and ended with a panel debate on how to ensure corporate innovation and growth. We had an excellent session with executives from DSB [Danish Rail Way] talking about how they use gamification and social media to inspire employees to deliver excellent service and drive innovation."

Conference sponsors included IBM, CapGemini and communications firm AAstra; Computerworld Denmark was a media partner.

The 360° IT Conference will be repeated in Stockholm, Sweden, on Feb. 6, 2013. For more information contact [Trine Børve.](#) ■

OneonOne

Matt Goebel

IDG Enterprise

The executive producer at IDG Enterprise is this week's columnist. Reach him at mgoebel@idgenterprise.com.

> "It's important to consider design as a subset of user experience (UX) so that we don't forget that design doesn't end once we're done pushing pixels around in Photoshop or Omnigraffle. The roles of design and front-end development have to be very closely aligned because they are partners in delivering a most successful UX."

Q How do you define design?

A In a company with a long print heritage, I think it's easy to mistakenly put boundaries around the role and responsibilities of digital design by thinking of it in terms of magazines. There is overlap in the value design brings to each, but years after moving from print to digital design (and then back to print and back to digital again!) I've developed an appreciation for the differences.

In digital, design's importance is more multi-faceted because great visual design is one thing, but crafting a satisfying and rewarding interactive design is an equally demanding and important dimension of the role.

At the same time, digital designers don't hold dominion over final design the way we did with print. In digital, the technical and resource dependencies between the creative impulse and execution are more complex, and they influence the final outcome — often dramatically.

So, it's important to consider design as a subset of user experience (UX) so that we don't forget that design doesn't end once we're done pushing pixels around in Photoshop or Omnigraffle. The roles of design and front-end development have to be very closely aligned because they are partners in delivering a most successful UX.

The differences are also relevant when you consider the evolving skills required for people in the design role to be effective. The chops required are not just a facility with HTML instead of InDesign. It's not about the tools because digital design is about creative problem solving.

Fortunately, the kinds of problem solvers that are attracted to digital design are very valuable to the business because they enjoy exploiting the evolving capabilities of digital design.

Q What is the goal of great design?

A Great web design seeks a balance between expectation, excitement and satisfaction.

Watching a tightrope act 40 feet over the center ring is fun because the audience appreciates the skill of the performer and the potential for danger.

But there is a risk of losing that star performer if they do fall, right?

If the circus let the risk rule its decisions…well, watching somebody cross a three-foot-wide catwalk wearing a safety harness isn't going to pack the tent.

A circus knows what it stands for. and the design of the entire experience falls out from there. So we get the danger — and a net.

So it is with great design and UX.

Visually, you need to understand the expectations and sensibilities of your audience. A great design takes them to a place they enjoy and sets a stage on which your editors, advertisers and sponsors are proud to alight.

A great UX takes that up another notch and optimizes for the user's needs and curiosity, too.

Good design considers what users want. Are we organizing content in the way our audience thinks about it? Can we do it in a way that helps them think about it more effectively? Does our navigation make it easy for them to find their way to where we want them to go?

In our industry, a great UX digs pretty deep to balance competing demands. It does this in part by pushing back on the content creators — editors, lead gen, and banner ads — to show them where they can play to the audience's needs.

The best sites enable,they don't overwhelm. Hitting the audience with promos before they are ready to act may waste time and divide attention if we don't understand when and where users are ready to take the next action.

Along the way, great design and UX creates new ways for users to find content and interact with our brands that they never thought of but find valuable and want to repeat.

Q In your presentation at the Global Product Line Meeting, you spoke about "designing beyond your borders." Can you explain what you mean by this?

A Designing beyond your borders means being aware of how your content appears in social media and in aggregators such as LinkedIn Today or Flipboard. It means preparing your content as best as you can so your audience can share it, and that once they do that your content is engaging and impressive.

The traffic opportunities are terrific but you have to take note of the rules and requirements imposed on your content once it's outside of your site.

An example is Open Graph tagging. Most social sites prefer using it to structure shared content.

continued on page 7

IDG Netherlands continues CIO of the Future program with master class for CIOs

Under the auspices of its year-long CIO of the Future program, IDG Netherlands organized a master class last month in conjunction with Nyenrode Business University. The one-day class, which attracted 21 C-level attendees, focused on the strategic importance of IT in today's business environment and the role of the CIO in the organization. It was held at a castle owned by Nyenrode in the town of Breukelen.

Under the terms of the partnership, both parties were responsible for the program; Nyenrode was responsible for all costs associated with the venue and speakers; IDG Netherlands handled attendee recruitment and promotions. In addition to the 21 paying attendees, each of whom paid 349 euros (US$428), IDG Netherlands invited eight well-connected CIOs who attended free of charge "and were selected to add value to the discussions," according to **Gabriella Meijnckens**, marketing and event manager at IDG Netherlands. IDG collected 75% of the revenue and Nyenrode 25%.

Gabriella Meijnckens

Attendees were personally invited to the master class via phone and email by CIO.nl Editor-in-chief **Volkert Deen**. Speakers at the program included two highly regarded professors from Nyenrode Business University: Dr. Harry Bouwman and Dr. Christopher Voisey. Both men addressed the "Gap between Business and IT," from two very different vantage points, Meijnckens said, "which produced a lively debate."

The CIO of the Future program has five elements. It launched with a one-episode television show produced by Jimmp Media featuring a wide-ranging discussion with four CIOs that was moderated by Deen. A dedicated website hosts all program content. In December, the company will publish a CIO of the Future yearbook that will include interviews with experts, a recap of the television show and master class, interviews, blog posts and a preview of the CIO Summit 2013, the fifth and final component of the CIO of the Future program planned for February 2013.

The master class had three sponsors: Microsoft, Dell and Mavim, each of which receives various benefits in exchange for their support. At the master class, Mavim and Microsoft were each given a chance to present case studies during the afternoon session.

This castle, owned by Nyenrode Business University and situated in the town of Breukelen, served as the venue for the class, which attracted 21 C-level attendees.

The final session of the day, "The Value of IT and the Role of the CIO," was presented by Dr. Lineke Sneller, the CIO of Vodafone, who also teaches at Nyenrode.

The master class received high marks from attendees, every one of whom said they would be interested in attending another class in the future. To that end, IDG Netherlands and Nyenrode are planning to extend their partnership and offer a series of master classes — perhaps one each quarter, Meijnckens said.

For more details contact Gabriella Meijnckens. ■

IDG Germany presents annual internal Best Practice Awards

IDG Germany recently announced the winners of its Best Practice Awards, a recognition program for employees that began in 2005. The awards are given to employees responsible for projects and process innovations that have made a significant and sustained contribution toward reaching the corporate goals of IDG Germany.

Five winners and their projects were chosen from 24 entries, submitted by employees themselves, that were assessed according to implementation, positive reaction from readers, revenue/profit, sustainability and innovation.

The judging panel included IDG Germany CEO **York von Heimburg**, Publisher **André Horn**, five winners of the 2011 awards and one employee from each of the company's three trade unions. Each winner receives an acrylic trophy, a bottle of champagne and a dinner at a Munich restaurant accompanied by the colleagues who assisted with the project.

Benjamin Attwell, Junior Account Manager, IDG Tech Media
Partner Zone Samsung Notebook Series 9
The new Samsung Notebook Series 9 is being promoted on pcwelt.de and tecchannel.de as part of two partner zones and reader tests have been integrated as a new feature. At pcwelt.de, the new notebooks are being tested by 10 users, and at tecchannel.de by five. The testers are allowed to keep the machines after the test.

Markus Pilzweger, Director, Custom Solutions Group
Pimp My Office
Pimp My Office is a partner campaign organized by Microsoft and Extra Computer with the aim of informing business clients about the advantages offered by a new hardware structure including the Windows Small Business Server. Pitzweger worked closely with Key Account Manager Benjamin Attwell and Microsoft and Extra Computer to develop the campaign and ensure that the technical implementation remained on track and was delivered on time.

Michael Schmelzle, Editor, PC-WELT
Höllenmaschine 4 (Hell Machine 4)
This project shows readers and the industry how to get as much as possible from PC technology in the consumer sector and demonstrates the PC-WELT staff's enthusiasm for technology. The team designed and built Hell Machine 4, a super-PC with state-of-the-art components donated by manufacturers. More than 37,000 people entered the drawing to win the computer, which was valued at US$17,000.

Susanne Schubert, Project Manager
Best in Cloud
This two-day event, held at a high-class venue in Mainz, Gemany, determines the year's best cloud projects. A jury preselects nominations from cloud solution providers and their customers. The team for those projects have a six-minute lecture and four minute Q&A to make their case to the audience. More than 220 high-level managers attended this year.

Kerstin Langenfeld, Assistant to the Publisher, IDG Tech Media
Meet the Press
Meet the Press is a technical information and networking platform that promotes dialog between public relations professionals and the market-leading media brands in the technology scene.

Write to Executive Assistant Monika Kukulj. ■

*A cardboard stand-in for IDG Chairman **Pat McGovern** (in Star Wars garb as Boba Fett) attended the Best Practices Awards. (From left): PC-WELT Editor **Michael Schmelzle**; Project Manager/Events **Susanne Schubert**; Director, Custom Solutions Group **Markus Pilzweger**; CEO **York von Heimburg**; PC-WELT Executive Editor **Thomas Rau**, accepting for **Kerstin Langenfeld**; and **Nino Kerl**, GamePro Germany, presenter and a 2011 winner.*

GameStar editor wins journalism award

*(From left): CIO/CFOworld Chief Editor **Horst Ellermann**, awards presenter; GameStar Deputy Editor-in-chief **Michael Graf**; CEO **York von Heimburg**; and Making Games Editor-in-chief **Heiko Klinge**, awards presenter.*

In addition to the Best Practice Awards, IDG Germany created the IDG Excellence Award for IT Journalism this year. This award is given to a journalist (from either the print, online, mobile or video segments of the business) in recognition of a piece of content that has a high degree of ongoing value for the reader and that has prompted a high degree of response from the media, readers and/or social media.

Twenty-one entries were judged according to journalistic quality, relevance, response, creativity and innovation. The winner was GameStar Deputy Editor-in-chief **Michael Graf**. His article, "The Devil in Contractual Detail," looked at how games manufacturer Electronic Arts grants extensive access rights to the computers of its users in the license agreement for its online platform Origin and in so doing violates German data protection law.

noteworthypeople

New employees

LeBlanc

Samantha LeBlanc joins **IDG Enterprise** as marketing database and registration assistant; she was previously a vendor relations and quality control specialist with DestinationWeddings.com. Samantha holds a BFA with a major in fashion merchandising from Miami International University of Art & Design and enjoys cooking. She also ran her first 5K race this year. sleblanc@idgenterprise.com

Lucy Sandison is **IDG Corporate Human Resources**' new HR generalist. Previously an HR representative with Liberty Mutual Insurance, she earned a B.S. in sociology with a minor in women's studies from Boston's Northeastern University. lucy_sandison@idg.com

IDG WORLD UPDATE

Miranti

IDG TechNetwork's San Francisco office has hired **Derek Miranti** as an inside sales representative, West Coast. He held the same title at his previous employer, Trulia.com. A graduate of San Francisco State University, Derek has a B.A. in broadcasting. In his free time he enjoys soccer, snowboarding and yoga. derek_miranti@idgtechnetwork.com

Please send information for the Noteworthy column to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17
Janis Dempsey *IDC*
Pavel Kraml *IDC Czech Republic*

15
Joseph Howard *IDC*

13
Daniela Cimino *IDC*

9
Niclas Söderlund *IDG Sweden*

8
Richard Nicholson *IDC*

7
Vivian Tero *IDC*
Johann Chan *IDG U.K.*

6
Romelle Herring *IDC*
Dickie Chang *IDC Hong Kong*
Manjunath Siddaiah *IDC Center for Consultancy & Research/India*

5
Zoe Crowder *IDC*
Elaina Stergiades *IDC*
Michelle Blondin *IDC*
Sally Taylor-Phillips *IDC Australia*
Lynn Vuong *IDC Australia*
Israel Sanchez *IDC Mexico*

4
Gary Chen *IDC*
Marcus Torchia *IDC*
Cherry Yumul *IDG Australia*
Jairo Moreno *IDC Mexico*

3
Natasha Deboo *IDG Connect*

2
Jonathan Bees *IDC*
Jessica Bergström *IDG Sweden*
Andreas Ivarsson *IDG Sweden*
Jessica Koch *IDG Australia*

1
Daniel Åhlin *IDG Sweden*
Pei Wang *IDC China*
Eric Schmidt *IT World Canada*

Sales teams shake up seating plan

Roos

Enough with the same old, same old. IDG Sweden's sales staff shook up their routine recently and spent their workday in a different location in the office so they could connect with colleagues they don't usually sit near.

More than 50 sales representatives, sales managers and business managers gathered up their laptops and mobile devices and set up shop alongside a colleague from another sales team.

The idea came from one of the sales managers' quarterly meetings. The only rule was for people to take a seat next to someone they don't work with. "We wanted to try a new way to use each other's energy and diverse experience," said **Fredrik Roos**, who oversees a nine-person team as sales manager for Internetworld, CAP&Design and Miljöaktuellt. "It created an opportunity to brainstorm some ideas and take the time to listen to a new voice you're not used to hearing."

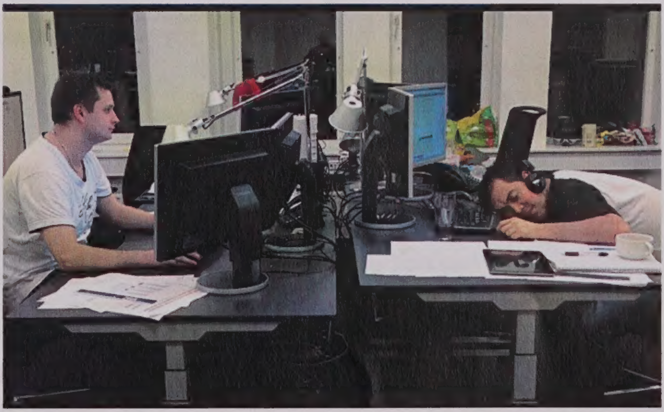
Overall, feedback was very positive, Roos said, and it's likely the group will try another "Crazy Wednesday" again.

Write to Fredrik Roos. ■

Send us your holiday photos

Is your office celebrating the upcoming holidays with a party? A charity event? Are you decking the halls or festooning the walls? If so, we'd love to see it! Send photos to world_update@idg.com. We'll share them with colleagues worldwide and spread a little global cheer.

A hard day's night in Denmark



*IDG Denmark developers **Dan Nim Andersen** (left) and **Odin Broersma** nearing the end of their marathon coding session last Saturday night.*

IDG Denmark has just launched its new Jobworld site, an IT jobs site developed in-house from the ground up with full self-service options and an aggressive free option intended to help gain market share, according to IDG Denmark Head of Development **Lars Jacobsen**.

Developers **Dan Nim Andersen** and **Odin Broersma** spent 12 hours completing the final coding on Saturday, and the site was launched on schedule thanks in no small part to "several kilos of candy and untold cans of Red Bull and cola" that fueled the development team, Jacobsen said. ■

continued from page 3

One on One

Even though we can't control the layout beyond our borders, it's possible to influence the user experience with socially optimized headlines ("Man bites dog") instead of SEO-optimized headlines and by ensuring a great image travels with the story as it moves across the social web. This is one of those things that is not traditional "design" but it's part of the modern user experience and therefore something our designers should understand.

Ninety percent of sharing, by some measures, happens by cut and paste. So in my mind, it's a UX designer's job to ensure that the user experience measures up to expectations when users share content from our sites.

Execution doesn't involve moving a single pixel. It requires talking to editors who will include that image and write that social headline, championing the addition of extra fields in the CMS so editors have the tools and working with your front-end team to get the meta-tagging right and to test it.

> Design and UX don't need to be identical — just equally successful — across screens and devices. It's more difficult and complex, but it's where we are as an industry now.

Q What are some key characteristics of a well-designed website?

A Well-designed websites with great UX share a few characteristics. First, as I said, they don't just look pretty. They work well — and fast.

A well-designed website doesn't feel behind the times, and the best of them define the look of the day. Does that feel like chasing trends? Yes! Design is trend-driven and those trends send clues about you to your users. It's important. Buy in.

Pay heed to subtleties. Do your type choices and typography feel contemporary or do they feel like 2002? How about that color palette? Does it feel "retro?" It might be time for a change.

At IDGE, we feel that the time when sleepy designs get a pass because we are a B2B publisher is over. Our newest offering, CITEworld is indicative of where we see our design going — but it's just a step.

The sites with the best UX and design today are not treating mobile as a second-class citizen. They are not hiding content types because they're hard to do on mobile. Instead they are trying — and sometimes failing — to create equally compelling experiences across devices. But they learn in failure as well as success.

It's noteworthy that I say, "equally compelling," because design and UX don't need to be identical — just equally successful — across screens and devices. It's more difficult and complex, but it's where we are as an industry now.

But most critically, the best websites, apps and brands have a solid sense of self and what they value, and they can articulate it in a way that helps them define successful design.

I've been very impressed with brands like Say Media, which has a very simple three-point mantra against which they measure their efforts. Several year's ago, Google's UX team published a blog where they outlined what they felt made for a "Googley" user experience.

For anyone who thinks Google doesn't "do UX" look again. The entire enterprise is a wildly effective UX machine that keeps the design light, tests relentlessly and keeps changing. It's impressive.

Q Can you talk about some of the website designs you find most compelling?

A VOX Media's newest offering, Polygon is really amazing. I think a couple things are noteworthy. First, how pared down the navigation is yet how easy it is to take a deep dive once you get to a piece of content. The hold back on exposing depth is a nice sense of timing for the UX; they don't bury the user with too many choices too early. Also, they combine media in massive packages — slideshows built into articles, video built into slideshows. Even if you are not a gamer it's fun and cinematic.

A couple other notable sites in our space are Mashable's beta site. It's kind of a never-ending gobstopper of a homepage. There's a mix of ways they curate the content, which are cleverly selectable when you see it on your smartphone. I like the twist on curation, the simplicity and the different ad impression and page view model that the lack of pagination introduces. USA Today's new site, the New York Times iPad web app approach and some cool redesigns from Readwrite.com and TheNextWeb are worth watching, too. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

International Data Group is the world's leading technology media, events, and research company. IDG's global online network includes more than 450 websites spanning business technology, consumer technology, digital entertainment and video games. More than 200 million people worldwide read one or more of IDG's publications or view their Web sites monthly. Media brands are in more than 90 countries and include Channel World, CIO, Computerworld, GamePro, InfoWorld, TechWorld, Macworld, Network World and PC World. The company's lead-generation service, IDG Connect, provides technology companies with access to an audience of engaged, high-quality IT professionals, influencers, and business decision makers. IDG is a leading producer of more than 700 technology-related events and executive programs including Macworld 2011, E3 Expo, DEMO, CIO 100 and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events for the IT market. More information at www.idg.com.

celebrating20

Keith Henry

SVP, Sales and Marketing IDC EMEA

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDC U.K.'s Keith Henry went on a trip to Mauritius with his family earlier this year.

Joined IDC U.K.

August 1991

Career path

After university I was part of a graduate sales program at Xerox U.K. that offered field experience, sales management and then led to a strategic planning role at the head office. From there I joined Dataquest (prior to Gartner Group ownership) to sell advisory services across Northern Europe. This led to the wonderful opportunity to begin my career with IDC as country manager for IDC U.K., IDG's oldest international operation and become head of sales for the EMEA region in 1999.

Why I chose this trip

I was motivated by the inspired advice to go "somewhere different." This led to the discovery of Mauritius, a fascinating volcanic island of lagoons and palm-fringed beaches in the Indian Ocean. Uninhabited until the Dutch possession in 1598, it was taken over by the French in 1715 and finally seized by the British in 1810. It recently gained its sovereign independence and achieved republic status in 1992.

My travel partners

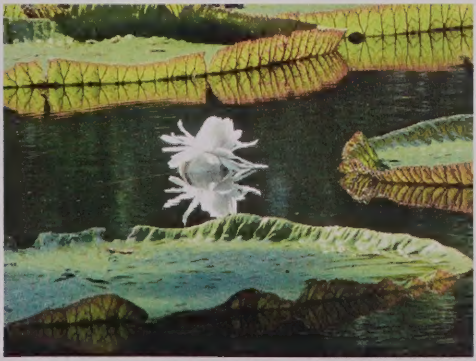
I travelled with my wife Roya and my two boys, Kian, 20 years old and Armon, 17 years. With everyone leading busy lives, it was delightful to spend time together and properly catch up. We stayed at the Lux Belle-Mare on the east side of the island with breathtaking views, attentive service, and a relaxed charm in an environment of scented herbs and fragrant flowers.

Fresh water meets the sea during our boat excursion on the Indian Ocean.

Trip highlights

Mauritius has so much to offer, including geographic variation, dramatic forests with the rarest plants and, of course, the famous cobalt-blue seas and white sandy beaches. Interestingly, it was the home of the dodo, the flightless bird that was hunted to extinction in the 17th century and is now its national symbol.

We appreciated the noises and bustle of the mercantile capital, Port Louis, named in honor of King Louis XV, and reputed to be Africa's wealthiest city. A real highlight was the visit to the Champ de Mars Racecourse located in the center of Port Louis and established in 1812, making it the second oldest racecourse in the world. The winner of the last race was aptly named Anniversary Spirit, which perfectly captured the mood. ■



An abundance of exotic flora and fauna was everywhere.

There was time to reflect on my 20 years with IDC.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Trine Børve *IDC Nordic*
Matt Goebel *IDG Enterprise*
Keith Henry *IDC U.K.*
Monika Kukulj *IDG Germany*
Sharon Machlis *Computerworld*
Gabriella Meijnckens *IDG Netherlands*
April Montgomery *IDG Enterprise*
Fredrik Roos *IDG Sweden*

IDG World Update
EMPLOYEE NEWS AND INFORMATION
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IDG Denmark aims to regain market share with new job site

IDG Denmark's relaunched jobs site was built entirely in-house. The new site features a free self-service offering with paid premium add-ons

SEE MORE ON PAGE 4

Top News

IDG U.K.'s Digital Seasons event logs record result

Promoted Facebook posts attract M3 subscribers

IDG Hungary sold to new license partner

One on one: IDG Enterprise's Michael Friedenberg

COMPUTERWORLD

Partner profile: "Top-notch" IDG content helps Questex in Hong Kong

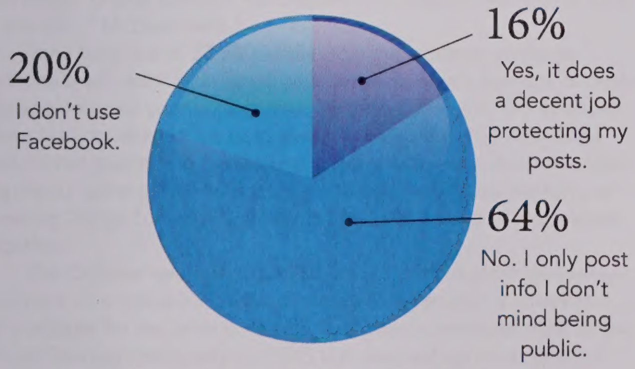
SEE MORE ON PAGE 7

Unsung hero: GamePro Custom Solutions Lead Web Developer Christopher Lee

SEE MORE ON PAGE 8

Question of the week results

Do you trust Facebook?



Log on to www.idgcentral.com to vote on this week's question:

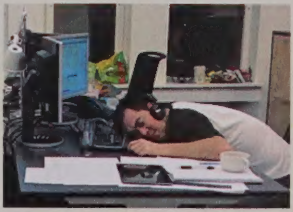
How much of your holiday shopping do expect will be done online this season?

CLICK HERE

Insights into IDG's key priorities

Learn more about successful events, digital magazine strategies, monetizing video and other topics in this series of five-minute videos featuring IDG employees from around the globe. Also on IDG Central are Bob Carrigan's summary of his Global Product Line Meeting keynote and full-length speaker videos.

Wanted: Your staff in action (or not)



The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc.

Send the photo with a description to idgcentral@idg.com.

IDG U.K.'s Digital Seasons event concludes year with record results

IDG U.K.'s twice-yearly Digital Seasons event series brings together an exclusive group of journalists who write about technology — some for media brands not usually associated with tech coverage — and exhibitors that want to promote their hot tech products. Both parties have a chance to network in a small-scale venue ideal for relationship-building.

Digital Seasons marked its 10th edition on Oct. 11 in London with its most profitable event ever with a profit margin of 23%. Attendance at the evening event (5:30 p.m. to 10:30 p.m.) was also at a record high, with 120 journalists from outlets such as the BBC, The Guardian, Gadget Show, The Daily Telegraph, T3, Metro London, Time Out; online channels such as CNET, iGizmo, NDNet UK; and IDG brands Macworld, iPad User, PC Advisor and Digital Arts. The 20 exhibitors included Philips, Epson, Filemaker and new vendors looking to launch in the U.K. such as BoomBotix, an ultraportable speaker designed as an alternative to headphones.

IDG U.K. Marketing Executive **Laura McEwan**, who has worked on all the Digital Seasons events since their debut in 2008, handled venue management, logistics and, along with Publisher **Simon Jary**, the budget. Macworld Group Ad Manager **James Poulson**, PC Advisor Deputy Ad Manager **Tom Drummond** and IDG U.K. Sales Executive **Tom How** managed exhibitor recruitment. IDG U.K. partners with veteran tech journalist — a former Macworld U.K. editor — and PR practitioner David Fanning, who recruits journalists. "By selecting the best of technology companies and inviting the cream of the tech writing profession, Digital Seasons has become the biggest event of its kind in the U.K.," McEwan said.

Vendors and journalists mingle at Digital Seasons' evening event.

For a base fee of £2,500 (US$4,025) the exhibitor package includes a 6-ft. exhibition stand with space for small pop-ups or other signage, Internet connectivity and electricity, access to the attendee guest list, including in the post-event roundup email to attendees and invited guests and networking opportunities with the U.K.'s leading media outlets. Preferred rates are available for early booking or booking Digital Summer (typically in May) and Digital Winter events together.

The October event included £3,000 ($4,830) in prize giveaways. Everyone who checed in at the event got a token and is automatically eligible for the prize drawings. Exhibitors contribute most of the prizes; Fanning's company and IDG U.K. teamed up to donate the grand prize, which this year were two iPhone 5s.

Digital Seasons has had its own website since May, www.digitalseasons.co.uk, which enables journalists to find out exhibitors' plans for upcoming products and gives exhibitors added brand exposure and tips on how to get the most out of Digital Seasons.

Write to IDG U.K. Marketing Manager Ash Patel. ■

Promoted Facebook posts attract new subscribers for Sweden's M3

A one-month experiment with promoted Facebook posts resulted in close to 700 new trial subscribers for M3, IDG Sweden's monthly gadget magazine. The offer, a three-issue trial that included a pair of free headphones, brought in approximately 100,000 SEK (US$14,000), "which we hope will increase when many of these subscribers convert to longer subscriptions," said **Lukas Lofgren**, M3 marketing manager and head of IDG Sweden's social media group.

Lofgren

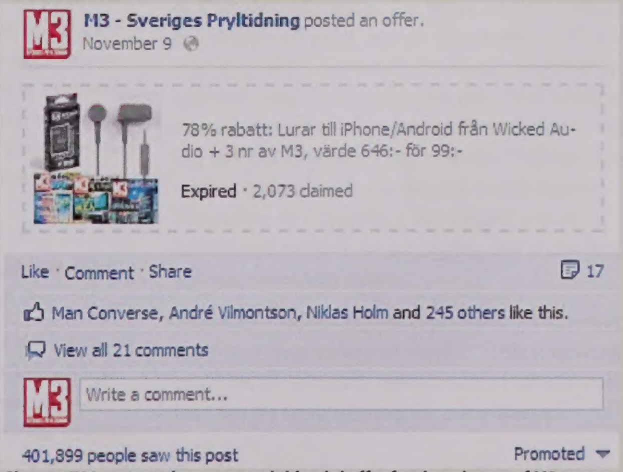
The company paid approximately 7,000 SEK (US$1,000) to promote the posts, which ensured that the offer would appear in the news feed for all of M3's fans, friends of fans and friends of anyone who claims the offer. Lofgren said the cost was approximately 80% less than what they had paid to acquire each new subscriber through external networks such as display networks for banner ads and affiliate networks that charge on a cost-per-order basis.

Lofgren attributes the success of this effort to a good offer that got great reach. "We've worked hard during the past year to grow our number of fans, and it has really paid off," he said, adding that the majority of the brand's 13,000 Facebook fans are not currently regular subscribers "so the promoted trial offer reached a large group of potential readers who were already somewhat familiar with our brand."

And to keep fans coming back, Lofgren noted that it is important that everything posted on the page have value for them, "so it's extra important to mix these kinds of offers with rich editorial and fun/edgy content to maintain the fan base."

Lofgren said M3's success with promoted posts has led to similar efforts for MacWorld and PC för Alla (PC World), which are seeing similar good results. "We will continue to use Facebook as a marketing channel as long as it continues to deliver these kind of results," he said.

For more information, contact Lukas Lofgren. ■



M3 - Sveriges Pryltidning posted an offer.
November 9

78% rabatt: Lurar till iPhone/Android från Wicked Audio + 3 nr av M3, värde 646:- för 99:-

Expired · 2,073 claimed

Man Converse, André Vilmontson, Niklas Holm and 245 others like this.

View all 21 comments

401,899 people saw this post

Close to 700 new readers accepted this trial offer for three issues of M3 magazine posted on Facebook.

OneonOne

Michael Friedenberg

IDG Enterprise

The president and CEO of IDG Enterprise is this week's columnist. Reach him at mfriedenberg@idgenterprise.com.

> "The combination of premium brands and audience data will continue to drive powerful results. It is vital that publishers continue to gain a deeper analytical understanding of their audience, not just a qualitative understanding."

Q IDG Enterprise launched several innovations in 2012; can you provide an update on a few?

A Technology and marketing trends drove many exciting additions to IDG Enterprise in fiscal 2012. Discussions on the adoption of cloud, social and mobile in the enterprise accelerated in 2012, and IDG Enterprise was first in the market discussing consumerization of IT in the enterprise with the launch of the CITE Conference & Expo, held March 4-6, 2012, in San Francisco. The event was embraced by IT practitioners, technology-involved line-of-business professionals and solution providers, demonstrated by the volume of sponsors and attendees. Conversations on this topic went beyond the confines of the conference with Twitter chats pre-conference and ongoing content on our editorial sites. The event support and topic excitement led to a brand expansion, including the CITE Forum, a one-day conference held on Oct. 10 in New York, as well as a dedicated editorial site, CITEworld.com. This was the first time in IDG Enterprise history that a content site was developed based on the success of an event.

Data continues to be a growing trend, and the knowledge publishers have about their audiences allows marketers to make educated decisions on how and where to reach their target. To meet this need, IDG Enterprise developed a data-driven strategy and launched Premium Data Services, a portfolio of solutions that integrate first- and third-party data with robust ad technology from the IDG Tech Network. The two solutions, Brand Scale and Target Scale, have been well received by our clients, and their investment is paying off. These clients are seeing an increased click- through rate compared to traditional campaigns. This is just the first of many data-driven launches that IDG Enterprise will do in tandem with the IDG TechNetwork as we look to leverage the premium data from our owned and operated brands while leveraging the audience scale that IDG TechNetwork delivers.

Q As a media innovator, what major media trends do you anticipate in 2013?

A Technology will continue to be a driving force in media transformation during 2013, from how and where content is being consumed to the level of engagement users have with the content. I see four trends setting media leaders apart from the pack.

1. Readers move from consumption to conversation. Today's readers are no longer passive recipients of content; they use both social tools and mobile devices to read, engage and converse. In additional to multiple vehicles to find content, there is also a growing number of content contributors — users, marketers and publishers. Content creation leaders will focus on combining quality content, like IDG Enterprise's trusted award-winning brands, with equal parts aggregation and curation.

2. User experience trumps all. Publishers need to integrate quality content with engaging design and technical functionality to produce an unparalleled user experience, driving repeat visitors. Many B2C publishers have produced slick products with impressive functionality and B2B publishers need to dedicate resources to this area, maintaining ownership as the key resource. How this is accomplished can vary, but it requires discussions between writers/editors, designers and developers.

3. Premium brands + data = New business models. The combination of premium brands and audience data will continue to drive powerful results. It is vital that publishers continue to gain a deeper analytical understanding of their audience, not just a qualitative understanding. As audience databases become more robust, publishers will have additional opportunities to serve relevant content to visitors as well as create channels for solution providers to engage with their prospects. Creating a data-driven strategy that combines first-party premium data with audience scale will create new solutions that will get market interest.

4. Converged media. For years we have viewed the traditional paid, earned and owned (PEO) model in silos; marketers, however, are looking at these areas in a converged way. Paid informs owned, owned informs earned and so forth, making all PEO channels "just" media. This transformation is creating a converged media model. The ability to integrate a converged media model and provide an engaging user experience will set publishers apart.

These four trends create one overarching result, the "consumerization of media." This buzzword provides an accurate assessment of what these four trends have created for our industry.

Q How does the consumerization of media

continued on page 5

IDG Denmark aims to regain market share with new job site

Homegrown Jobworld.dk.offers free and paid premium options for displaying job openings

Jobworld.dk, which originally launched in 1998, has long been a lucrative business for IDG Denmark. In recent years, however, the challenging job market, new competitors, an outdated platform (the latest iteration was launched four years ago) and internal staff turnover have resulted in a loss of market share for the online job site. Last month, the company launched a new site, built entirely by the IDG Denmark development team, which aims to recapture its predecessor's former glory.

"During a series of strategy workshops, it became clear that with the constantly changing nature of the job market, we had to build and maintain the product internally in order to stay competitive," said **Lars Jacobsen**, head of development. "Early on, we decided to try to disrupt and regain our share of the IT jobs market with a business model based on 'free' — with attractive premium services available on the side."

In addition, the team decided it wanted a jobs site that felt more like an online service — both for advertisers and job seekers — rather than a traditional page full of listings.

To ensure that its new site provides the most comprehensive resource for job seekers, the company hired a subcontractor to index more than 1,000 company job sites every day and post short excerpts from the jobs on Jobworld. "This is the low-quality, duplicate content aimed at making Jobworld.dk the go-to, one-stop place for Danish IT job seekers," Jacobsen said. Where the site begins to differentiate itself from the pack is in its offering of a self-serve, fully functional job board, complete with HTML styling and full access to a dashboard that give companies day-to-day performance statistics for their individual listings — all at no cost.

"Advertisers can manage every part of the job listing without involving any IDG Denmark staff, and job seekers can manage stored searches and interact with their resumes in a Facebook-like timeline that supports LinkedIn importing," Jacobsen said. And at this basic level, the service is free.

Through a series of attractive add-on services IDG Denmark plans to begin regenerating a healthy revenue stream, Jacobsen said. For instance, "if a vendor wants its job listing to be accompanied by a logo or other graphic or have it displayed in the various IDG media newsletters, it will have to pay for those premium services," he said. With Jobworld positioned as an Internet service, users are free to mix and match products to suit their individual needs. "If you want a logo and to have your job displayed in Computerworld's newsletter, that is possible. Or if you want your job shown on the front page of Jobworld and in the printed Computerworld magazine, you can combine those options," Jacobsen said.

*The team responsible for the newly relaunched Jobworld.dk site includes (l-r): **Lars Jacobsen**, head of development; **Dan Nim Andersen**, senior developer; **Henrik Rydahl**, project manager (and now product manager for Jobworld); **Thomas Effersøe**, developer; and **Odin Broersma**, developer.*

Companies that post jobs will also be presented with relevant resumes from registered job seekers that include a score representing how well they match the criteria for the job. The contact information for the owners of the resumes can be unlocked through a premium service, Jacobsen said.

For large accounts and frequent customers the site offers substantial rebates and services that can be tailored specifically to the customer. "So while the free services will gain us market share and leads for our Jobworld sales team, Jobworld.dk is also built to appeal to the large accounts that generate most of the revenue," Jacobsen said.

> Where the site begins to differentiate itself from the pack is in its offering of a self-serve, fully functional job board, complete with HTML styling and full access to a dashboard that give companies day-to-day performance statistics for their individual listings — all at no cost.

continued on page 5

IDG Hungary sold to new license partner in Budapest

Late last month IDG sold its subsidiary operation in Hungary to Mazaj Media, a Budapest-based holding company whose owners operate other businesses in a variety of industries including media, construction and architecture.

Mazaj Media has created a new company, Project 029 Media and Communications, which will continue producing the brands previously owned by IDG Hungary Kft, including Computerworld, PC World, Macworld and GameStar. For the time being the former IDG employees will be based at their current location in Budapest.

Mazaj Media's investors also produce two TV channels in Hungary and have an interest in Story, a European lifestyle brand; they produce Story magazine through a joint venture. They also have an ownership share in the PlayIT bi-annual IT show and work with the technet.hu and mobilport.hu websites.

Project/029 will be led by Managing Director **Marton Viragh**, a former editor-in-chief of GameStar Hungary, who has been with Mazaj Media the past several years. **Balazs Horvath**, a former editor-in-chief of PC World Hungary and now editor-in-chief of Mazaj Media's Technet.hu, will also be part of the team.

"Although we're not IDG Hungary but Project/029 now, we're still in a way looking at IDG as a 'parent' company," Viragh said. "I think this works just as it does in real life: you grow up and have your own ideas and feelings, but surely they are based on those learned at home. Living up to IDG's standards and traditions continues to be very important for us."

For more information contact Marton Viragh. ■

Gift-giving convenience

GE BORT EN TIDNING
JULKLAPPEN SOM RÄCKER LÄNGRE
Julklappar för alla. En prenumeration på valfri tidning för endast 199 kronor.
Klicka på tidningarna för fantastiska erbjudanden – ge bort i julklapp eller till dig själv.
PC FÖR ALLA
MACWORLD
CAP&DESIGN
FOTOSIDAN
STUDIO
M3

IDG Sweden's holiday subscription promotion has a theme: "Long-lasting Christmas gifts." The campaign is running within the company's publications and websites as well as in external media such as MSN and InMobi's network. And to help those shopping procrastinators, visitors can download gift cards for last-minute presents.

continued from page 3

One on One

concept align with IDG Enterprise's 4Cs concept?

A When IDG Enterprise launched the 4Cs concept (Content, Community, Conversation and Commerce) it recognized that media was changing. The 4Cs continues to be a relevant way to examine and create strategies based on the challenges that consumerization of media creates. When the 4Cs are layered with the converged media model (PEO) it allows marketers to navigate through the myriad of choices vying for their attention and ad dollars, providing a converged marketing approach. The IDG Enterprise team has been communicating this strategy to our clients and building robust programs to meet their needs in a comprehensive way. IDG Enterprise continues to innovate and win in the market by listening to our customers and delivering premier IT brands and audiences through converged marketing solutions. ■

continued from page 4

Jobworld.dk

Most important, said Jacobsen, with the data they have collected from the site after one month, the team can clearly document a substantial difference between a free job listing and a listing that takes advantage of the premium services. "The premium service provides a 250% boost in page views for the job, and the data we mine from this and other differences enable us to arm our sales team when they call on the companies that have listed jobs through the free option," Jacobsen said.

Jacobsen said the first goal is to grow the number of users — 300% over 24 months — through an increase in the number of attractive listings on the site and through an aggressive online advertising and SEO strategy. "Parallel to this, we expect a moderate growth in revenue during the first year as the relaunched site takes hold and a stronger growth in the following year as we take market share from the competitors."

Jacobsen said they hired an outside agency to help optimize the site throughout its development, and they are using Adwords and the Tech Network to regain market share and unique users.

While it is still early days, initial results are promising. "In the first month we have seen a 40% growth in page views and a 15% increase in unique users," Jacobsen said. "That is consistent with the internal goals we have set for the month."

For more information, contact Lars Jacobsen. ■

noteworthypeople

New employees

Preston

IDG TechNetwork welcomes Digital Strategy Manager **Marisa Preston**, who was most recently an ad traffic manager with Federated Media Publishing, Inc. A graduate of the University of Delaware, she holds a B.S. in communications. Her hobbies include travel and exploring new cities, discovering new restaurants in New York City and enjoying time spent with family and friends. marisa_preston@idgtechnet.com

Robin Pollack has also joined **IDG TechNetwork** as an account executive. Previously an advertising and sales representative for Professional Sports Publications, she hold a B.A. in English and communications with an emphasis on public relations from Yeshiva University's Stern College for Women in New York City. Away from the office she enjoys yoga, cooking and hiking. robin_pollack@idgtechnet.com

New at **IDC Malaysia** in Kuala Lumpur is Office Administrator **Nur Izzati Ab Kadir**. She was previously a global administrative assistant at IBM and is a graduate of Malaysia's Universiti Institut Teknologi MARA with a degree in business administration. In her free time she enjoys reading, movies and travel. nizzati@idc.com

anniversaries

25
Karen Timons *IDC*

22
Seanna Maguire *IDC*

20
Wieslaw Pawlowicz *IDG Poland*

15
Patricia Murphy *IDC*

14
Laura Hilliard *IDG Global Solutions EMEA*

13
Bozena Statkiewicz *IDG Poland*

12
Kevin Kane *IDC*
Joachim Koenig *IDG Germany*
May Fung *IDC Hong Kong*

7
Theodore Dangson *IDC*
Karen Massey *IDC*
John Powers *IDC*
Lisa Kue *IDC*
Nandish Eregowda Hoothagere *IDC Center for Consultancy & Research/India*

6
Karsten Weide *IDC*
Tom Drummond *PC Advisor*
Dorota Kuczek *IDG Poland*
Monika Slusarska *IDG Poland*
Lech Wazynski *IDG Poland*
Tomoko Akagi *IDC Japan*

5
Phuong Hang *IDC*
Loek Essers *IDG News Service*
Caroline Dubber *IDG Global Solutions EMEA*

4
Evelyn Gonzalez *IDC*
James Stone *IDC*

3
Byoung-Jik Lee IDC Korea
Ian Song IDC Singapore

2
Tzyy-Hong Chuang *IDC*
Cindy Vallee *IDC U.K.*
Donovan Low *IDC Malaysia*
Ryan Tay *IDC Singapore*
Iris Wang *IDC China*
Himansu Tripathy *IDC Center for Consultancy & Research/India*
Ragupathy Vellappa *IDC Center for Consultancy & Research/India*
Pallavi Jha *IDC Center for Consultancy & Research/India*

1
Angelica Farias *IDC Chile*
Rodrigo Mora *IDC Chile*
Waqas Keen *IDC*

CIO editors brainstorm how coverage can be more "inspirational than operational"

Under the watchful eye of dachshund Ranger Danger — the official mascot for CIO magazine's annual fall editorial offsite meeting — editors hashed out fresh strategies for staying ahead of their readers in 2013.

"What 'staying ahead' means to us is making sure our stories are on the leading or even 'bleeding' edge of where CIO readers are focused today," said Editor-in-chief **Maryfran Johnson**. "We want to be more inspirational than operational in covering the IT leadership angles around critical topics like mobile, cloud, big data and consumer tech."

CIO's editorial mascot kept his opinions on C-level content to himself.

The offsite, the groups' fourth, took place at Johnson's (and Ranger Danger's) home in Stow, Mass., where the six-member CIO staff gathered around the dining room table to talk about everything from how to include more 'C-level voices' in their stories to producing more page-view-driving contributions for CIO.com.

Other IDG colleagues who joined the discussions were IDG Enterprise Chief Content Officer **John Gallant**, Executive Editor **Dan Muse** and Research Director Carolyn Johnson; CIO.com Editorial Director **Brian Carlson** and Senior Writer **Kristin Burnham**, and CIO Executive Council VP of Editorial Programs **Rick Pastore** and Media/Programs Coordinator **Brendan McGowan**.

One highlight of the day, Johnson said, was a mini-seminar in smarter ways for journalists to use social media for reporting and networking, delivered by Burnham, CIO.com's social media reporter.

Johnson said readers will see the results of this editorial brainpower in various ways next year, including the following:

- A new department called Mobile Strategies, which features wider coverage of the impact of enterprise mobility and apps.
- Additional in-depth coverage around the five key roles of successful future CIOs (as identified in CIO Senior Editor **Kim Nash**'s May 2012 cover story).
- Greater emphasis on trend stories vs. case studies in the magazine sections devoted to running and growing the business with IT.
- Additional C-level sources quoted in more stories (and showing up on stage at more of our CIO events, as well).
- A new format for contributor Martha Heller's CIO Paradox column, which will change to a Q&A interview ("C-Level View") featuring CEOs, CMOs, CFOs, etc.

Contact Maryfran Johnson. ■

Partner profile

"Top-notch" IDG content helps Hong Kong licensee

Company name: Questex Asia Ltd.

Location: Hong Kong

Brands published under license to IDG: Computerworld Hong Kong and Network World Asia

Number of employees: 12

Primary IDG contact: Managing Director Jonathan Bigelow

Year license signed with IDG: 2004. Bigelow said his predecessor, Robert Ferguson, was looking to expand Questex beyond the telecom space and had written to IDG a number of times about licensing opportunities. "It seems that the letter in 2004 came at an opportune time for both IDG and Questex," Bigelow said. "IDG had run a wholly owned subsidiary in Hong Kong and Singapore and decided it made sense to license the Hong Kong business to Questex Asia. It was a good idea for both sides as we relaunched in September 2004, and by December 2004 we had an 88-page year-end issue after taking over with a 28-page issue." Bigelow said Computerworld Hong Kong remains the strongest IT media brand in Hong Kong, and it was on the strength of that brand that Questex launched Network World in 2005.

Competitive landscape: Bigelow said Computerworld Hong Kong dominates on the media side but some ad business goes to CBS Interactive and TechTarget as part of regional buys. "We counteract that with Networks Asia, which has a lot of guaranteed-lead programs, and our non-IDG Enterprise Innovation title that focuses on C-level managers interested in aligning IT with business strategy. We have complemented this further with our CFO Innovation Asia title." Bigelow said that CFO titles are increasingly important as enterprises look to move to cloud solutions and embrace big data, Bring Your Own Device and mobile applications.

Biggest competitive challenges: Bigelow listed "the move to very qualified leads, less and less regard for true thought leadership and tight budgets in an uncertain global economic environment."

What makes Questex stand out: Bigelow said Questex Asia offers a number of technology and industry vertical brands that give clients multi-point marketing solutions that include media and events. "We have many event competitors and some media competitors but not many can match our ability to offer both," said CW Hong Kong Publisher **Simon Yeung**. "So our large clients like HP, IBM, NTT [Nippon Telegraph and Telephone] have continued to increase their spend with us." Questex's annual Info-Security is tied to CWHK and is the company's biggest event with more than 750 attendees every May. Questex's network event, DataCenter Summit, is held every September in Singapore with about 300 attendees.

COMPUTERWORLD
Hong Kong
Source of IT Insight

*(L-R): **Carvin Lee**, marketing and sales supporting executive; **Angela Cheng**, account manager; **Connie Yip**, director, Regional Sales; **Eric Lam**, art director; **Simon Yeung**, group publisher; **Teresa Leung**, senior reporter; **Sheila Lam**, editor; **Chee Sing Chan**, group enterprise editorial director; **Carol Ko**, editor, Asia Cloud Forum and CW Hong Kong contributor; and **Jonathan Bigelow**, managing director, Questex Asia. Missing from photo: **May Yee Tan**, publisher, Network World Asia, **Sheila Tan**, editor, CW Hong Kong; and **Victor Ng**, editor, Network World Asia.*

Benefit of partnering with IDG: "IDG can try things that we can't try as a small publishing house, so its efforts in social media and mobility in particular allow us to get a very good idea of where the industry is headed without risking a lot of capital to try it ourselves before we go to market," Bigelow said. "It also has a great sister company in IDC, which we work with on some event ideas." IDG content is "really top-notch, which helps us immensely with custom solutions, digital guides and other products we are now producing for readers and advertisers."

Questex digital products and services: A series of online user guides on finance, data centers and cloud security are particularly popular with Computerworld Hong Kong readers. Bigelow said Questex's sites are optimized for mobile. "We are finding that social is important to some clients, and we often incorporate it into our custom solutions." ■

A longer version of this profile appears on IDG Central.

unsunghero

Christopher Lee

Lead Web Developer

GamePro Custom Solutions

*GamePro Custom Solutions President **Marci Yamaguchi Hughes** named Web Developer **Christopher Lee** her group's Unsung Hero, saying, "Christopher is the man behind seven website launches in 2012 alone. His skill, incredible work ethic, can-do team spirit and continual quest to seek out the most cutting-edge technologies have enabled our group to grow our business and create award-winning websites. Even under pressure, Chris remains calm and cool. He gets the job done no matter what it takes."*

Name Christopher Lee

Home San Francisco

Title Lead Web Developer, GamePro Custom Solutions

Primary job responsibilities I design, develop and maintain websites. I was primarily a front-end web developer, but with the transition of GamePro to being a web agency now, I've taken on quite a bit of server-related and back-end programming tasks.

Three things I do in a day's work Besides drinking my coffee?

- Program websites and applications using ColdFusion, PHP, CSS, HTML and Javascript.
- Design websites and graphics using Photoshop.
- Fight off emails using Gmail and Outlook.

What I love most about my job Being able to produce something that will be seen and, hopefully, appreciated by the public. Every day also provides a new challenge and keeps things interesting for me. Yes, yes, yes… I'm easily amused.

Hot-button issue I'm dealing with on the job Website trends and technologies change from year to year. This year we're moving toward designing our event websites using responsive layouts, so all we have to design and develop is one website while providing different desktop and mobile platforms with their own custom view. I hope next year's Internet technology involves virtual reality.

***Christopher Lee** joined GamePro as a web developer in 2010.*

STEPHEN LAWSON

Career highlight I was a part of the team that launched a new website for [gaming industry trade show] E3 called E3Insider.com that used HTML5 technologies and some other cool tech. With the website starting from nowhere, we're continually working to make it the go-to site for E3.

What I'm doing to be a better employee I always picture that scene in the movie "Airplane!" where a lady is panicking and getting hysterical. People are lining up to slap her face to shut her up. That helps me keep it together when all hell breaks loose. I don't like getting slapped.

Interests outside the office Watching TV with the missus. "Modern Family," "Dexter," "Burn Notice," "Eureka" (sadly no more episodes). I also used to play videogames every day, but that ritual has been replaced with playing with my daughter and son. I guess it's for the best.

What others can't tell just by looking at you I'm a fast-food lover. I have a tendency to turn down a nice steak dinner for a box of 20-piece Chicken McNuggets. McDonald's anyone? ■

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com

thanksto

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Lukas Lofgren *IDG Sweden*
Laura McEwan *IDG U.K.*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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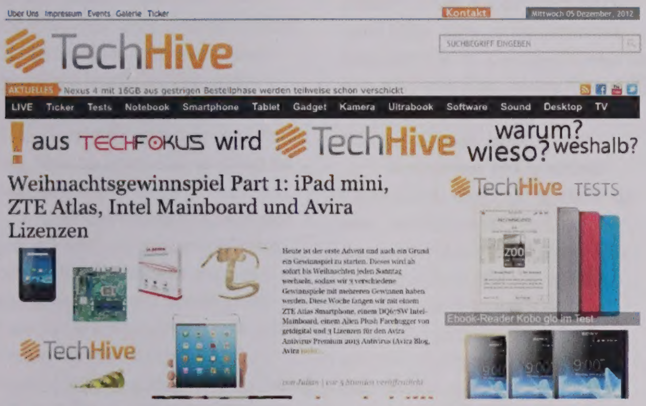

Uber Uns Impressum Events Galerie Ticker
Kontakt
Mittwoch 05 Dezember, 2012
TechHive
SUCHBEGRIFF EINGEBEN
AKTUELLES
LIVE Ticker Tests Notebook Smartphone Tablet Gadget Kamera Ultrabook Software Sound Desktop TV
TechHive TESTS
Ebook-Reader Kobo glo im Test

Nexus 4 mit 16GB aus gestrigen Bestellphase werden teilweise schon verschickt

! aus TECHFOKUS wird TechHive warum? wieso? weshalb?

Weihnachtsgewinnspiel Part 1: iPad mini, ZTE Atlas, Intel Mainboard und Avira Lizenzen

Heute ist der erste Advent und auch ein Grund ein Gewinnspiel zu starten. Dieses wird ab sofort bis Weihnachten jeden Sonntag wechseln, sodass wir 3 verschiedene Gewinnspiele mit mehreren Gewinnen haben werden. Diese Woche fangen wir mit einem ZTE Atlas Smartphone, einem DQ67SW Intel-Mainboard, einem Alien Plush Facehugger von getdigital und 3 Lizenzen für den Avira Antivirus Premium 2013 Antivirus (Avira Blog, Avira mehr...

von Julian | vor 5 Stunden veröffentlicht

TechHive.de launch fueled by success of influential bloggers

Launched on Dec. 3, TechHive.de has its origins as an independent blog created by two young tech bloggers who were brought under the IDG Germany umbrella earlier this year.

SEE MORE ON PAGE 4

Also inside...

- IDG Germany creates Trendmonitor research project
- IDG Vietnam hosts CSO, banking events
- Partner profile: Consumer licensee ComparHaut
- One on one: IDG World Expo Director of Sponsorship Sales Shanna Cito

IDG Tech Media wünscht frohe Weihnachten
JONAS
NICOLE
ANTON
PETRA
MARKUS
UTA
CHRISTINE
PACO
MICHAEL
BEN
THOMAS
RAINER
SABRINA
DIRK
THOMAS
JULIA

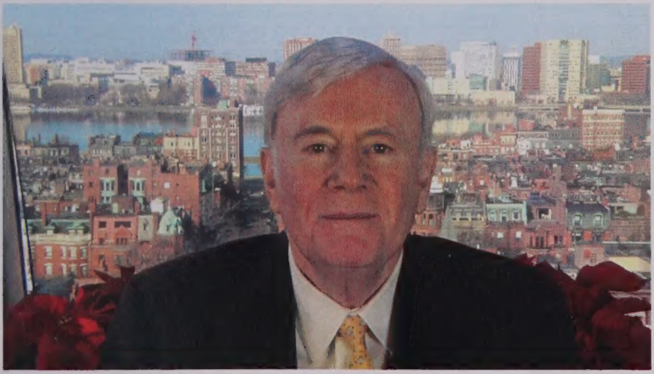
Employees at IDG Germany and IDG Enterprise in the U.S. get into the holiday spirit.

SEE MORE ON PAGE 7

Celebrating 20: CSO Editor-in-chief Derek Slater travels to the Napa Valley in California.

SEE MORE ON PAGE 8

A holiday message from IDG's founder



IDG Chairman and Founder Pat McGovern wraps up the year with a video greeting to employees worldwide on IDG Central.

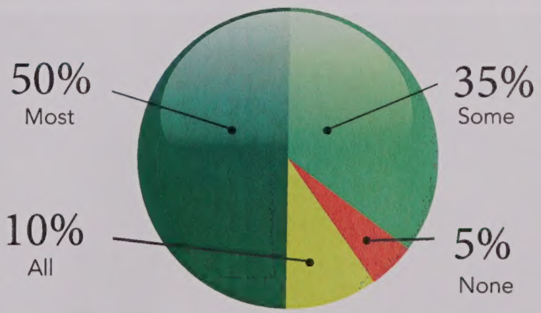
Wait til next year...

IDG World Update concludes the calendar year with this issue. The next PDF will be published on Jan. 7, 2013. Thanks to all our colleagues who have contributed to the newsletter and to IDG Central this year. Best wishes to all our readers, and happy holidays!

— The Editors

Question of the week results

How much of your holiday shopping will be done online this season?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of year-end lists?

CLICK HERE

Trendmonitor project yields research studies, qualified database details

IDG Germany's Business Media division has been providing tailored market research studies for its industry clients since 2009. Last month, however, it began asking readers of its five publications to vote online on industry topics they'd like to see researched. The new monthly research project, called Trendmonitor, generates both qualified leads for the company's database and profits, as IDG Germany sells the resulting reports in its online shop to readers.

IDG Germany has worked closely with its industry clients on brand-awareness studies, campaign impact testing and benchmarking studies on topics including cloud computing, mobile and security among many others. The survey results draw from IDG Germany's database of nearly half a million IT and telecom decision makers who are contacted through online surveys and telephone interviews.

With the Trendmonitor project, Business Media last month asked the readers of its Channel-Partner, CFO World, CIO, Computerwoche and TecChannel publications to vote online on which of three topics — Client/Desktop Virtualization, Mobile Security and Bring Your Own Device (BYOD) — they would like to read a research study. To vote, readers must supply business-card data, and as an incentive one voter is randomly chosen to win a Kindle Fire. More than 100 readers voted in the four days the survey was open.

According to Database Operations Director **Mirja Wagner**, readers voted for Mobile Security. "We interviewed 350 contacts from our Computerwoche newsletter subscriber lists, asking them 26 questions, and the study was completed in two weeks, giving us a PDF to sell in our online shop for 490 Euros (US$635)," she said. "Every month we'll have a new study in our shop that generates both revenues and well-qualified addresses for our database." Readers are now choosing among IT Skills Shortage, Business Intelligence and Social Media for the next research study.

*The Trendmonitor project is under the direction of (l-r): Research Specialist **Carolin Beck**, Database Operations Director **Mirja Wagner** and Research Director **Matthias Teichmann**.*

"In the past we only could sell studies after we did a research project for a client or our editorial department," Wagner said. "So one month we might have an new study and then go two months without one to sell. Now we can offer a new research study every month and collect fully qualified contact information as well."

Other employees working on Trendmonitor are Research Director **Matthias Teichmann** and Marketing and Research Specialist **Carolin Beck**; Nikolai Zotow, a freelancer and former PC-WELT editor, writes the study after the research is concluded.

Write to Mirja Wagner. ■

IDG Vietnam hosts conference and awards events for CSOs, bankers

IDG Vietnam produced two events earlier this month in Ho Chi Minh City: the fourth annual CSO ASEAN Conference and Awards and the second annual ASEAN Banker Forum.

The CSO conference drew several hundred attendees from throughout southeast Asia and featured 25 local and international speakers representing enterprises, financial institutions and IT organizations.

The awards program recognized the 10 most outstanding CSOs in the region based on their leadership role, positive impact on the activities of their organization, resources development and information security performances. They were evaluated by a 15-member board of judges comprised of experts in the security field.

The banking event, which had a retail banking theme, spurred many discussions around customer trust and customer experience. The event drew 30 sponsors, 25 speakers and 450 attendees at the conference and some 600 visitors at the exhibition.

During the program representatives from commercial banks, banking experts, and consultants to discuss and evaluate Vietnamese retail banking's potential.

The awards segment recognized the most outstanding banks in four different categories.

Write to IDG Vietnam PR Manager Tram Anh Pham. ■

CSO CONFERENCE AWARDS
ASEAN BANKER FORUM
Tiệc tối & Lễ Trao Giải

*IDG Vietnam & ASEAN President and CEO **Tam Le** (far left) with winners from the CSO ASEAN Conference and Awards event.*

OneonOne

Shanna Cito

IDG World Expo

The director of sponsorship sales for IDG World Expo is this week's columnist. Reach her at scito@idgworldexpo.com.

> "The elevator cling program was introduced last year. In this case, the hotel's guest elevators were wrapped with product advertisements, as were all elevators at the convention center (approximately 55 locations)."

Q How do you determine sponsorship opportunities for various events?

A We determine sponsorships based on both the needs of event participants, their product launch cycles as well as on the opportunities available at the particular venue and/or the city in which the show takes place. It's important to build strong relationships with all partners — whether it is a convention center, hotel(s), contractor or venue — so that you have the ability to develop the sponsorship programs that make the most sense and provide the greatest ROI to all involved.

Being close to the customer allows us to have extensive knowledge of their products and company goals, marketing plans and/or challenges that enables us to determine what programs to present or create to meet their overall objectives at the show.

Q What are some of the more out-of-box or unusual sponsorship benefits you have undertaken on behalf of the sponsors?

A Some of our more out-of-box sponsorships are the mirror and elevator branding programs. In 2010, a program was created whereby a branded static cling was placed on all guest restroom mirrors at 5,500 contracted hotel rooms. The clings were also placed within all convention center restrooms, which included approximately 55 locations. This program was attached to an exhibitor's product launch and the overall campaign was a huge success. This same exhibitor has repeated this program for different product campaigns each year since 2010. The challenge with the branded mirror program was that teams had to be deployed simultaneously because the installation had to begin while the press conference was happening, and that allowed only 90 minutes for installation across the city.

The elevator cling program was introduced last year. In this case, the hotel's guest elevators were wrapped with product advertisements, as were all elevators at the convention center (approximately 55 locations). This program was a very successful campaign, providing the sponsor with brand exposure to the attendees, while also adding a general consumer element via the hotel elevators in public areas.

Another innovative sponsorship idea that we offer involves making use of spaces that are normally empty during an event, such as parking lots. Each show has different demands, but parking lots are typically used for exhibitors requiring outdoor activations or experiential programs near the heart of the show. Parking lots with visibility are perfect locations for sponsorships that require open space and for sponsors who want to reach both attendees and consumers who are passing by.

Along these lines, we are finding that exhibitors not only want a presence at event marketing locations within the show but also a presence with a consumer element involved. Outdoor building wallscapes are great out-of-home advertising opportunities for exhibitors. We determine if there are any highly visible wallscapes near the show site and work closely with building owners and advertisers to decide availability, run dates and cost.

Many cities also have a city pole banner programs. What makes the program special is creating strategic locations for the city pole banners including not only show site but also highly trafficked locations off site, such as airports, show contracted hotels and press conference locations and other venues surrounding the show. This requires working closely with the city and truly understanding the demographics of various locations throughout the area.

It's important to note that no matter the show size or whether the show is at a hotel, venue or convention center, if you think creatively and take the time to understand your event participants' needs and goals, you have the ability to implement unique programs that work for all parties.

Q Can you talk a little about how you work with sponsors before, during and after an event?

A One example is our award-winning interactive E3 Event Marketing website, the main source of communication between us and our sponsors. The website is an intuitive and comprehensive tool that allows exhibitors to efficiently plan their show presence. The site is configured with topics or types of sponsorships where details, specs, costs and photos are provided. We create a detailed floor plan for each area of the venue, and all media unit sponsorship opportunities are coded. Any code selected will provide a photo of media unit, location, specs and cost. As we contract each media unit, we have the ability to change the color of the codes on the floor plan

continued on page 7

IDG Germany taps dynamic influence of two tech bloggers to launch TechHive

Following TechHive's U.S. launch in September by IDG Consumer and SMB, IDG Germany introduced its own version of the consumer technology blog, TechHive.de, on Dec. 3.

With TechHive.de IDG Germany expands its brand universe with "a top-notch, innovative technology blog with a very young and dynamic target group," said **Andreas Perband**, deputy editor-in-chief of PC-WELT and TechHive.de project manager. "Users of TechHive.de are particularly interested in the fun of using the newest digital devices. Beyond the camps of PC vs. Mac advocates or iOS vs. Android fans, there are myriads of people who simply use the technology because it makes everyday life easier. These people want to know what are the best products for them on the market and what they can do with them. TechHive.de answers these questions in an up-to-date, understandable, clear fashion."

At the moment, however, TechHive.de is largely a tech news site with a lot of videos and hands-on stories. "This is mainly because of the history of the blog," Perband said. TechHive.de began life as an independent blog called Techfokus.de, an ad-free site created by bloggers **Julian Frigger** and **Balazs Gal** and taken under the IDG Germany umbrella earlier this year. "Balazs and Julian are young but have been deeply involved for a long time in the German tech blogging scene and know many of the advertisers," Perband said. "TechHive.de can be regarded as an established tech blog from genuine tech bloggers, not just another website from a media company."

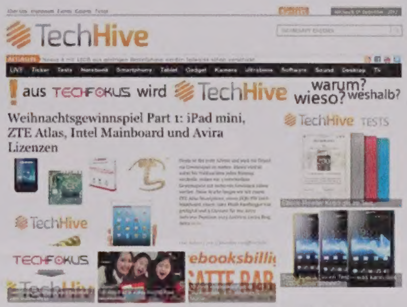
Frigger

Gal

Perband said he currently considers TechHive.de a blog still in its beta stage. "We've renamed it to TechHive.de and started marketing it, so now we have to look at the content. While we do want to help consumers find everything they need to know in order to be able to make the best possible purchase decisions, it will also be a tech news site. Many things may change over time, driven by business opportunities and reader feedback."

TechHive immediately benefitted from Techfokus's built-in audience and draws between 4,000 and 6,000 visitors per day; 3,000 of those are unique, and Perband said about 25,000 visitors per month visit the site from mobile devices.

Readers of the original Techfokus blog have been positive in their feedback. "We were a little bit anxious about how they would react to the change of the name and the fact that the blog now belongs to a big media company," Perband said. "But in the end, we had really no negative response. We also received many questions from vendors, so its start has been really positive."



Weihnachtsgewinnspiel Part 1: iPad mini, ZTE Atlas, Intel Mainboard und Avira Lizenzen

Apart from product news and tests, TechHive.de will also offer numerous practical user guides.

TechHive.de is aimed at all enthusiasts of IT and electronic entertainment, regardless of whether they are new to the field or professional users. News stories focus not only on smartphones and tablets but also digital photography, consumer electronics, audio, apps and gadgets as well as trends and developments in social media and Web 2.0. Apart from product news and tests, TechHive.de will also offer numerous practical user guides.

The basic template of TechHive.de looks very similar to the U.S. site, although the German edition has an Events section. "We aim to be at almost every important tech event in Germany and U.S. — and live blogging from them," Perband said.

Perband said he would currently rank TechHive.de "in the middle of the field" of German IT blogs. "But with our strong IDG Germany brands behind it — especially pcwelt.de — we think we will be soon one of the biggest tech blogging sites in Germany."

While Gal and Frigger are largely the public face of TechHive.de, behind-the-scenes players include Perband; PC-WELT Editor-in-chief **Sebastian Hirsch**; PC-WELT Editors **Takis Kolokythas**, **Benjamin Schischk** and **Hans-Christian Dirscherl**; IDG Germany Sales Director **Paco Paconcelli** and Publisher **Jonas Triebel**.

Contact Andreas Perband. ■

Partner profile

French licensee trades on IDG's strong name

Company name: ComparHaut

Location: Paris, near La Bastille

Brands published under license to IDG: PC World France and Macworld France, both online only

Number of employees: 11; nine in Paris, two in Lyon, France

Year license signed with IDG: December, 2006. "We were looking for strong B2C brands to publish in France," said ComparHaut founder and CEO **Olivier Moulin**.

"IDG France at the time produced only B2B titles, and we worked closely with them, designing and creating all of their websites. They introduced me to [IDG Chairman] **Pat McGovern** in Paris, and a week later I flew to Boston to meet [IDG International Publishing Services President and CEO] **David Hill** and [VP, Licensing and Operations] **Jim Sullivan**. We signed the license and started as soon as possible."

Competitive landscape: Six years ago the French tech market was focused on two devices, the desktop and the laptop, according to Moulin. "Now, we have a lot of devices — mobile phones, tablets, TVs, etc. — and the market is bigger and advertisers can reach more people. New devices also mean new competitors, big ones. So we had to adapt our content, our strategy and our prices."

ComparHaut focused on the PC, server and SMB markets and invested in coverage of the largest IT trade shows — CeBit in Hannover, Germany; Computex in Taiwan and the Consumer Electronics Show in Las Vegas. "We wanted to reach the people who spend the most money, people who want to switch, whatever the price, to the latest technology," Moulin said. "Although they are tough to reach, we managed to keep our audiences — the high-end geeks and SMBs, the people who invest the most money in IT. It helps us to keep our rates high, with a very good ROI for advertisers. They know exactly what they are paying for, and they pay."

According to Moulin, ComparHaut is one of only two companies in France that offer both editorial content and product price comparisons. "We are able to publish a shopping guide or review with our own content and own price list from different online retailers. We can guide the reader from 'information' to 'buying' without a broker or agency in the middle, and, therefore, no fees for us to pay."

*Front row (l-r): **Matthieu Vandjour**, database manager; **Tanguy Andrillon**, Macworld France editor-in-chief; **Thierry Moutanin**, database assistant; **David Vandebeuque**, PC World France gaming journalist; **Mélanie Chartier**, marketing manager. Back row: **Jean-Kleber Lauret**, PC World mobility journalist; **Denis Leclercq**, PC World hardware, component and business journalist; **Olivier Moulin**, ComparHaut CEO and sales manager; and **Mathieu Chartier**, PC World editor-in-chief. Absent: **Romain Guillard**, ComparHaut COO; **Stéphane Charpentier**, hardware specialist; and **Thomas Kerrinckx**, overclocking expert.*

Benefit of partnering with IDG: "A strong brand name," Moulin said. "The biggest agencies are abroad, and many companies' main headquarters are international, as well. We needed a strong name that would be known by anybody in the world. IDG also helps us to better understand and anticipate the future of the market, what readers and advertisers will expect in two, three or 10 years. I consider myself as a part of the IDG team. We all share information, good ideas and business."

Non-IDG-licensed products: Rue-Montgallet.com, a price comparison website for brick-and-mortar shops and Rue-Hardware.com, a similar site for online stores. ■

ComparHaut's offices are located on rue de Toul in Paris near La Bastille.

noteworthypeople

Matt Yorke promoted to IGS CEO

Yorke

IDG Communications CEO **Bob Carrigan** announced last week that **IDG Global Solutions** President **Matthew Yorke** has been promoted to IGS CEO.

"Matt has brought together two of IDG Communications most important sales and service organizations, Strategic Marketing Services and IGS, as they combined to grow revenues 24% from 2011 to 2012," Carrigan said. "Under Matt's leadership, IGS has become one of the company's largest revenue producing business units."

Yorke joined IGS in the U.K. in 1995 and moved to the U.S. five years later to become an executive in IDG Corporate Sales. He has been president of IGS since 2010 and also served as president of IDG SMS.

"I am fortunate to be leading a team of talented professionals who have done extraordinary work for clients seeking creative branding and demand-generation programs around the world," Yorke said. "Marketing services for paid, owned, and earned media have transformed our clients and IDG."

Yorke also represents IDG on the Google Publishers Advisory Board. In recent years, he was named to the Folio: 40 for C-level visionaries, chosen by Media Business as one of its Business Publishing Executive Innovators, made Media Business' Who's Who list, and was recognized as a Social Media Superstar by Media Industry Newsletter. matthew_yorke@idgcom

New employees

Ekberg

IDG Sweden has hired **Markus Ekberg** as an account manager, a title he held at his previously employer Exaktaprinting. Away from the office he enjoys spending time with friends and cooking. markus.ekberg@idg.se

Previously branch head, Karnataka with Edurite Technologies, **Anantha V R** joins **IDC India** in Bangalore as an account manager. He holds a B.S from P.E.S. College in Bangalore, an M.S. in IT from Indian Institute of Technology Roorkee and an MBA from Symbiosis International University in Pune. In his free time he enjoys playing snooker and works with a non-government organization called Vedanta that helps rural Indian schools. ananthavr@idc.com

Sharon O'Neill joins **IDC California's** Insights group as a sales director; she was previously a strategic account director with Experian Hitwise, a division of Experian Marketing Services, working with Google, Walmart and Wells Fargo. She holds a B.A. in international business with a minor in Spanish from Missouri State University, an MBA in international management from San Francisco's Golden Gate University and is currently completing her DBA studies with a focus on global sales ethics; she recently completed the research portion of her dissertation, studying a call center in Mexico. In her free time she enjoys hiking, sailing and yoga. soneill@idc.com

Germenos

IDG WORLD UPDATE

Previously a senior Java developer for Solutionset, **Alejandro Germenos** joins **IDG Consumer & SMB** as a senior software engineer. He holds a B.S. in computer engineering from the University of Mexico and enjoys writing, drawing and playing video games. agermenos@idgcsmb.com

Submit Noteworthy information to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Rick Ciliberto *IDG Enterprise*

25
Mary Lester *IDG Enterprise*

21
Kristen Kim *IDG*

20
Maryfran Johnson *IDG Enterprise*

18
Peter Mayer *IDG List Services*
Joan Olson *IDG Enterprise*
Michelle Tompkins *IDG Enterprise*

16
Diane Bobbitt *IDG*

13
John Cooney III *IDG*
Suzanne McMillen *IDG Enterprise*

11
Helen Flagg *IDG List Services*

10
Ron Moreau *IDG World Expo*
Sarah Reagan *IDG Enterprise*

7
Lisa Kerber *IDG Enterprise*

6
Eileen Smith *IDG*
Kathy Sullaway *CXO Media*

5
Kristin Dacey *IDG World Expo*
Debra Bulkeley *IDG Enterprise*
Presh Costales *IDG Enterprise*

4
Joab Jackson *IDG News Service*
Vanessa McCarthy *CXO Media*

3
Andrew Palermo *IDG Enterprise*
Kristin Jeannotte *IDG Enterprise*

2
Nicole Fowler *IDG TechNetwork*
Richard Currier *IDG TechNetwork*
Rari Hilditch *CXO Media*
Brian Winkley *CXO Media*

1
Richard Ryder *IDG*
Ralph Gilmore *IDG TechNetwork*
Yelena Zamacona *IDG Ventures Vietnam*
Kevin Eberman *IDG Enterprise*

Skål! IDG Sweden toasts mobile app

The team behind Macworld Sweden's new mobile site (http://www.macworld.idg.se) took a well-deserved break for Champagne following the site's recent debut. Chief among the new site's features are a completely new design, faster performance speed and improved search capabilities. "And this is just the beginning," said ***Pontus Jeppsson****, IDG Sweden mobile manager. "Over the next year we will roll out lots of new features, as well as an additional 19 sites and a dozen apps." (L-R):* ***Emma Karlsson****,* ***Ola Ljungstedt****,* ***Lina Wikman****,* ***Jon Ekdahl****,* ***Martin Lundqvist****,* ***Magnus Müller****,* ***Anna Müller****, Jeppsson,* ***Marie Sörberg****,* ***Lotta Kempe****,* ***Joel Westerholm*** *and* ***Carl Grape****.*

Ho, ho, Holidays!

*Earlier this month the IDG Enterprise marketing team held a "Canned Goods for Tchotchkes" event. They set up a conference room with 'limited-edition' pens, notebooks, bags, shirts and more with a brand logo; colleagues could take an item in exchange for a non-perishable food donation. Together more than 225 items were collected and delivered to a local Framingham, Mass., food pantry. Front row (l - r): Marketing Designer **Stephanie Brockway**, Senior Marketing and PR Manager **Lynn Holmlund**, Marketing and PR Intern **Kelsey Scheidemantel** and Marketing Specialist **Marina Lau**. Back row: Research Director **Carolyn Johnson**, Senior Marketing Specialist **Alexis Bartiromo**, Senior Marketing Manager **Jen Freitas**, Marketing VP **Sue Yanovitch**, Senior Marketing Specialist **Meg Sullivan**, Marketing and PR Specialist **Heather Davis** and Senior Graphic Design Specialist **Joe Mola**.*

IDG Tech Media wünscht frohe Weihnachten

JONAS
NICOLE
ANTON
PETRA
MARKUS
UTA
CHRISTINE
PACO
MICHAEL
BEN
THOMAS
RAINER
SABRINA
DIRK
THOMAS
JULIA

This year IDG Germany's Tech Media Sales Team came up with a novel idea for their customers' Christmas gifts – themselves. VIP customers received a Christmas calendar with seasonal photos of the team members and their job titles. The gifts were sent to the customers with Christmas cards with personal wishes from each media consultant. The team also produced a video (below) thanking clients for a "great, successful" 2012.

PCWELT
Macwelt
iPadWelt
iPhoneWelt
ANDROID WELT

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One on one

and mark spaces unavailable to allow sponsors to know what is available in real time. Again, the website is an essential planning resource and tool for exhibitors to develop a strategy and create a lasting impact at the show.

We work with our exhibitors using a variety of communication methods starting with a series of proposals; a proposal includes media units contracted from previous year and customized proposals. We send bi-weekly email campaigns to approved exhibitors focusing on new programs, released units and/or programs that include time-sensitive creative/material deadlines and approvals. When an exhibitor decides to move forward with an agreement, we follow up with very detailed specifications for each media unit or program and include all creative and material approval dates with the specifications as well as the agreement. It is important to make implementation as turnkey as possible for the customer. The easier it is for them, the more likely they are to repeat buy and expand their show presence in future years.

During the show we capture on-site video and written testimonials to be used as a follow up to our sponsors and to be incorporated within our event marketing website portal. At the conclusion of each show, we provide each sponsor with a wrap-up report, key quotes and/or testimonials from the show as well as photos of each media unit contracted, so that the customer can easily understand and share the successful results of the program with others in his or her company.

Q Do you ever target non-endemic sponsors and, if so, how does the approach vary?

A We do target non-endemic sponsors and we see this as part of a successful event marketing program. Non-endemic sponsors tend to focus on ROI, and we aim to ensure that they are spending their sponsorship dollars strategically and in a way that best impacts their targeted audiences. We do thorough show surveys before and after events to capture key data that non-endemics need to justify their involvement. Of course, as show organizers we always ensure that participating non-endemic sponsors have a connection to the industry on which the show focuses and that their participation enhances the overall goals of the show. ■

celebrating20

Derek Slater

Editor-in-chief
CSO

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. CSO's Derek Slater, who is based at IDG Enterprise in Framingham, Mass., and his wife Mary Ellen explored California's Napa Valley earlier this year.

Career path

I originally joined Computerworld as an intern in summer 1990. I moved into an editing role, then left the company briefly in 1994. I returned as a staff writer on CIO in 1996 and was promoted to executive editor in 1999, causing the tech advertising market to crash immediately thereafter. In the fall of 2001, CIO Communications was looking for new ideas to reverse the revenue decline and a few of us put together a pitch for a new security publication. I got to help launch CSO and became editor-in-chief in 2006.

(It should be noted that in the pitch for CSO, I wrote that our new publication would have a lifecycle of about three years, because by then people would probably have solved the technical challenges of security. So far I am wrong by seven additional years and counting.)

Why I chose this trip

The decision boiled down to California or France/Italy. The European tour was impractical due to various commitments, and I had never been to Napa Valley, so away we went.

Trip highlights

The first night we stayed in San Francisco across from the Ferry Terminal and ate at The Slanted Door restaurant overlooking the water. Then we spent time with friends in Mill Valley, just north of the Golden Gate Bridge. This is a beautiful area and a particular highlight was hiking in the Tennessee Valley / Mt. Tamalpais State Park, a couple of miles through the hills which open out onto a really spectacular ocean view.

Here we are, two very happy IDG-funded travelers (left and center) along with our guide from the Flora Springs Vineyard in Napa.

We took a scenic drive west and up the coast, past and through intermittent stands of eucalyptus trees and finally back east and into Napa Valley itself. We stayed at a resort called Bardessono in Yountville, which has a fantastic peaceful vibe.

The big highlight in Napa was an all-day trip with a limo driver to three different vineyards, including a private tasting tour at each winery. By the end I wanted to never drink wine, or even see wine, again. (I have since recovered.) My wife's favorite was Flora Springs (florasprings.com), and my favorite was a much smaller place called Porter Family Vineyards.

All together this was a trip I would never be able to do on my own, so we were extremely grateful for this wonderful IDG tradition. ■

The Tennessee Valley, a few miles north of San Francisco, gave us some spectacular views.

We enjoyed this beachside view, also in the Tennessee Valley, on a beautiful sunny day.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

Editors
Penny Winn 617-239-7825
penny_winn@idg.com

Patricia Smith 617-239-7826
patricia_smith@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

One Exeter Plaza
15th floor, Boston, MA 02116
U.S.A.
tel.: 617-423-9030
fax: 617-423-0712
world_update@idg.com